

Paper Name: Marketing
B.Com III year

I. Short Answer Questions

1. Marketing is the function of marketing department. Explain
2. Explain the model of consumer behaviour.
3. Explain the dimensions of product mix.
4. Differentiate between penetration and skimming pricing policy.
5. Explain the concept of Integrated Marketing Concept.
6. Differentiate between advertising and personal selling.

II. Long Answer Questions

1. What is marketing mix? what factors will you keep in mind to design the marketing mix of a new brand of facewash?
2. Explain the various elements of marketing environment?
3. What do you mean by product life cycle? explain the strategies that help the product to sustain during different stages of its life cycle.
4. Explain the factors that affect the choice of a specific channel of distribution for reaching the customers.
5. Discuss the retailing scenario in India with specific examples.
6. Explain the major tools of promotion that can be used by the marketers.