



# ST. FRANCIS DE SALES COLLEGE

A FRANCISIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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## END SEMESTER EXAMINATION – DECEMBER 2024

### COMMERCE – I SEMESTER BCOM (TOURISM)

#### 24BCO15B: MODERN MARKETING

Time: 3 Hours

Max. Marks: 80

**Instruction:** *Answers should be written completely in English*

#### SECTION – A

1. Answer any Seven questions. Each question carries Two marks. (7X2=14)
- Define marketing.
  - State any two approaches of marketing.
  - What do you mean by market segmentation?
  - Define ethics in marketing.
  - Give the meaning of pricing.
  - State any two channels of distribution.
  - Expand CRM and SoLoMo.
  - State any two disadvantages of online marketing.
  - What is meant by augmented reality?
  - Define e-marketing.

#### SECTION – B

- Answer any Three questions. Each question carries Eight marks. (3X8=24)
- Explain in detail the importance of marketing.
  - Enumerate the role of ethics in marketing.
  - Give the meaning of marketing mix. Explain the elements of marketing mix.
  - Discuss the career opportunities in social media marketing.
  - Define traditional marketing and digital marketing. Distinguish the difference between traditional marketing and digital marketing.

#### SECTION - C

- Answer any Three questions. Each question carries Fourteen marks. (3X14=42)
- Explain in brief the functions of marketing
  - Briefly explain the factors influencing the marketing environment
  - What do you mean by product life cycle? Explain in detail the stages of product life cycle.
  - Explain the components of online marketing environment
  - Explain the recent trends in marketing.

