



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – NOV/DEC 2025

COMMERCE - I SEMESTER BCOM

25BCO15 : MODERN MARKETING

Time: 3 Hours

Max. Marks: 80

Instruction: Answer should be written completely in English.

SECTION-A

1. Answer any **SEVEN** questions. Each questions carries **TWO** marks. **(7X2=14)**

- Give the meaning of internal marketing.
- What is Micro Environment?
- Name the controllable factors of marketing environment.
- List any four benefits of market segmentation.
- Write the 4 Ps of marketing.
- Give the meaning of marketing mix.
- What do you mean by Pay Per Click Marketing?
- Give the meaning of traditional marketing.
- Define sensory marketing.
- What is meant by marketing ethics?

SECTION-B

Answer any **THREE** questions. Each questions carries **EIGHT** marks. **(3X8=24)**

- Explain any five functions of holistic marketing.
- Enumerate the external factors of Marketing environment.
- Discuss the importance of Branding in marketing
- Write a short note on monetization strategies used by social media platforms.
- Discuss the importance of ethics in marketing in the digital age.

SECTION-C

Answer any **THREE** questions. Each questions carries **FOURTEEN** marks. **(3X14=42)**

- Describe the functions of Marketing.
- Explain the Basis and Importance of Market Segmentation.
- Critically examine the various factors influencing pricing decisions in business.
- Describe the stages of Product Life Cycle (PLC) and its significance in marketing strategies.
- Examine the importance of M-commerce in the changing landscape of consumer behavior.

