



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 B.COM (Repeaters)

24BCO15A/B: 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)
- What is Marketing?
 - Mention any two types of performance marketing.
 - Define the term demographic environment.
 - What is ethics in marketing?
 - Expand: FSSAI and ISI.
 - What is Personal Selling?
 - Write any two online marketing channels.
 - What is Web 2.0?
 - Define E-marketing.
 - What do you mean by omnichannel marketing?

SECTION – B

- Answer **any THREE** questions. Each question carries **EIGHT** marks. (3x8=24)
- Explain the importance of marketing.
 - Write a note on ethics in digital marketing.
 - Discuss briefly the methods of Pricing.
 - Explain the recent trends in marketing.
 - Explain a few career opportunities in Social Media Marketing.

SECTION – C

- Answer **any THREE** questions. Each question carries **FOURTEEN** marks. (3x14=42)
- Discuss the classification of markets with suitable examples.
 - Briefly explain the bases for market segmentation.
 - Explain the Product Life Cycle in detail.
 - Enumerate briefly the steps involved in new product development.
 - Discuss the ways to reach an audience through digital media.

