



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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MID SEMESTER EXAMINATION - OCTOBER 2024 SCHOOL OF COMMERCE - III SEMESTER B.COM (NEP) MODERN MARKETING

Time: 3 hours

Max. Marks: 80

Instruction: Answer should be written completely in English

SECTION-A

Answer **any Seven** out of Ten questions. Each question carries 2 marks **(7X2=14)**

1. a) Define marketing.
b) Give the meaning of marketing environment.
c) What do you mean by marketing mix?
d) What is regulated market?
e) What do you mean by 'pricing'?
f) Give the meaning of demographic segmentation.
g) What is packaging?
h) What are the 7 Ps of marketing?
i) Expand ISI and fssai.
j) What do you mean by Performance Marketing?

SECTION-B

Answer **any three** out of five questions. Each question carries 8 marks **(3X8=24)**

2. Explain various approaches to the study of marketing.
3. Explain the importance of marketing.
4. Explain the various steps involved in new product development.
5. Explain 4Ps of marketing mix.
6. Enumerate the role of ethics in marketing.

SECTION - C

Answer **any three** out of five question. Each question carries 14 marks **(3X14=42)**

7. Briefly explain the functions of Marketing.
8. Discuss the bases for consumer segmentation in detail.
9. Explain product life cycle in detail.
10. Explain how external marketing environment has an impact on organisations.
11. Write a note on Recent trends in marketing.