



**Avinashilingam Institute for Home Science and Higher Education for Women
(Deemed to be University) Coimbatore-641 043**

Bachelor's Degree Examination April/May 2019

Semester II/IV

**Class : I & II UG
Major : B.Com**

**Time :3 hours
Max. Marks: 100**

15BCCC15/18BCOC06 Marketing

Part-A

10 x 1=10

Choose the correct answer

1. The term market is derived from the Latin word _____.
a. Marcutes b. Marcatus c. Merchet d. Merchandise
2. Marketing is a process which aims at
a. Production b. Profit making c. Satisfaction of customer needs d. Selling products
3. The Exchange value of a product or service in terms of money is called _____.
a. Cost b. Sales c. Price d. Quality
4. Testing before launching a product is known as _____.
a. Acid Test b. Concept Test c. Market Test d. Test Marketing
5. The act of carrying goods or services from the producer to the consumer is called _____.
a. Selling b. Distribution c. Delivery d. Allocation
6. The word "Channel" is derived from the _____ word "Cannal".
a. Latin b. French c. Italy d. Spain
7. The major component of marketing mix are _____.
a. Product b. Price c. Place d. All of the above
8. A consumer contest is an example of _____.
a. Advertising b. Indirect Selling c. Personal Selling d. Sales promotion
9. Where goods have demand throughout a particular country is called,
a. Family level market b. Local market c. National Market d. International Market
10. Agricultural products are called as _____.
a. Hard Product b. Soft Product c. Hardware Product d. Software Product

Part B **5 X 6=30**
Answer the following
Answer should not exceed 400 words or two pages

- 11.a. Enumerate the objectives of Marketing.
(or)
- 11.b. Enlist the Functions of Marketing.
- 12.a. Explain the marketing characteristics of a product.
(or)
- 12.b. List out the objectives of pricing?
- 13.a. Explain the meaning of channels of distribution?
(or)
- 13.b. Evaluate the various channels of distribution.
- 14.a. State the features of Personal Selling?
(or)
- 14.b. Examine the qualitative objectives of personal selling.
- 15.a. Identify the problems in agricultural marketing?
(or)
15. b. Illustrate the features of Regulated markets?

Part C **5 x 12=60**
Answer the following
Answer should not exceed 800 words or four pages

- 16.a. Explain the Nature of Marketing?
(or)
16. b. Analyze the basis for market segmentation.
- 17.a. Illustrate the stages in the product life cycle.
(or)
17. b. Explain the factors influencing Pricing decisions.
- 18.a. Discuss channels are used for the marketing of agricultural consumer goods.
(or)
18. b. Explain the factors determining the choice of a suitable channel of distribution.
- 19.a. Analyze the causes for the increase in sales promotional activities.
(or)
- 19.b. Analyze the factors to be considered while taking decision as to personal selling.
- 20.a. Explain the Peculiarities of agricultural products.
(or)
- 20.b. Explain the functions of Commodity Market.
