

VIVEKANANDHA COLLEGE FOR WOMEN
UNJANAI
DEPARTMENT OF COMMERCE
II – B.COM (CA) – III SEMESTER
MARKETING

TIME:3hrs

Max Marks:75 Marks

SECTION – A (Answer All Questions)

10x2=20 Marks

1. Define market.
2. What do you mean by bullion market?
3. Define marketing.
4. Define social marketing.
5. What do you mean by Demarketing?
6. Name the kinds of Buyers.
7. What is assembling?
8. What do you mean by selling?
9. List out the various modes of transportation.
10. Define storage.

SECTION – B (Answer All Questions)

5X5=25 Marks

11. (a) Explain of marketing? (OR)
(b) Write the importance of marketing?
12. (a) Is marketing A Science or Art? (OR)
(b) What are all types of goods?
13. (a) Describe the modern marketing concept (OR)
(b) What are the kinds of Buying?
14. (a) Explain the advantage of assembling? (OR)
(b) What are the types of sales?
15. (a) Explain the functions of Transportation. (OR)
(b) How marketer will select best mode of transportation.

SECTION-C (Answer Any Three Questions)

3X10=30 Marks

16. What are the classifications of markets?
17. Explain the elements of buying.
18. What are the factors influencing marketing concept
19. Discuss about functions of marketing
20. Distinguish between storage and warehouse.

