

**MODEL QUESTION PAPER - 1****II SEMESTER B.COM****MODERN MARKETING**

Time: 3 Hours

Max Marks: 70

**Section A**

I. Answer any five of the following

(5 X 2 = 10 marks)

- a. Differentiate marketing and sales
- b. What is a blue print?
- c. Identify the difference between products and services
- d. Diagrammatically represent the stages of product life cycle
- e. Give the meaning of logistics
- f. What do you understand by penetration pricing?
- g. Mention the components of political environment

**Section B**

II Answer any three of the following

(3 x 5 = 15 marks)

2. Explain the following terms:  
(a) Sustainable marketing      (b) Neuro marketing      (c) Social media marketing
3. Briefly explain internal factors influencing consumer behaviour
4. Summarise various channels of distribution
5. Define segmentation. State 6 benefits of segmentation

**Section C**

III. Answer any three of the following

(3 x 5 = 15 marks)

6. What is marketing environment? Explain the components of economic environment
7. Enumerate the functions of distribution
8. Summarise the nature and scope of digital marketing
9. What is targeting and positioning? Explain target marketing strategies

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**Section A****I. Answer any five of the following****(5 X 2 = 10 marks)**

- a. Differentiate SEM and SEO
- b. What is variability in services?
- c. Enlist steps in new product development
- d. Mention types of packaging strategies
- e. Give the meaning of positioning
- f. Define marketing environment
- g. Mention the components of demographic environment

**Section B****II. Answer any three of the following****(3 x 5 = 15 marks)**

2. Briefly explain steps in consumer buying decision process.
3. Briefly explain internal factors influencing consumer behaviour.
4. Summarise various components of economic environment of marketing.
5. Define segmentation. State 6 benefits of segmentation.

**Section C****III. Answer any three of the following****(3 x 5 = 15 marks)**

6. What is digital marketing? Explain advantages and disadvantages of digital marketing.
7. Give an account of classification of services.
8. Summarise the factors influencing pricing.
9. What is targeting? Explain target marketing strategies.

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