

ANNAI VIOLET ARTS AND SCIENCE COLLEGE

DEPARTMENT OF CORPORATE SECRETARYSHIP

CONTINUOUS INTERNAL ASSESSMENT – I (ODD SEM)

SUBJECT: MARKETING

Class: III B.COM CS

Date: 05.09.2022-FN

Max.Marks: 50

Sub. Code: AY25D

PART A ($10 \times 1 = 10$ Marks)

Answer ALL questions

1. What do you understand by a market?
2. Define marketing?
3. Write a note on demarketing?
4. State the examples for social marketing?
5. What is meant by marketing myopia?
6. Define market segmentation?
7. What are the basic criteria for market segmentation?

PART B – ($2 \times 5 = 10$ Marks)

Answer any TWO questions

8. Difference between marketing and selling?
9. Features of marketing?
10. Role and importance of marketing?

PART C – ($3 \times 10 = 30$ Marks)

Answer ALL questions

11. Classification of markets or Types of markets?
12. Explain various Levels of segmentation?
13. Do you consider marketing important in a developing economy?