

**ANNAI VIOLET ARTS AND SCIENCE COLLEGE
DEPARTMENT OF CORPORATE SECRETARYSHIP**

**CONTINUOUS INTERNAL ASSESSMENT – I (ODD SEM)
SUBJECT: MARKETING**

Class: III B.COM CS

Max.Marks: 50

Date: 05.09.2022-FN

Sub. Code: AY25D

**PART A (10 × 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 × 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 × 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?