

**ANNAI VIOLET ARTS AND SCIENCE  
COLLEGE  
DEPARTMENT OF COMMERCE**

## **CONTINUOUS INTERNAL ASSESSMENT - I**

## Subject : Marketing

**Class : II B.com., General Date:05.09.2022-AN**  
**Max.Marks : 50 Sub. Code:CZ23D**

**PART C – (3 × 10 = 30 Marks)**

## Answer ALL questions

11. Explain the various modes of transport with their merits and demerits?
12. Describe the various methods of segmenting the market with suitable diagram?
13. Explain the various stages that determine buyer behavior?

**PART A (5 × 2 = 10 Marks)**  
**Answer any FIVE questions**

1. Define Market ?
2. What is Assembly?
3. Give brief explanation about Concentrate Marketing?
4. What do you mean by Caveat Emptor?
5. What is Buying Behaviour?
6. What is Market segmentation?
7. Who is Laggard?

**PART B – (2 × 5 = 10 Marks)**  
**Answer any TWO questions**

8. Define marketing mix and explain the components of Marketing Mix
9. Explain the various criteria determining market segmentation?
10. State the various stages of Maslow's hierarchy of needs in understanding buyer behavior ?

**Prepared by**  
R.ASWINIYA.,M.com.,M.phil  
Asst.Prof, department of commerce

