



Nagarjuna Degree College
38/36, Ramagondanahalli,
Yelahanka Hobli,
Bengaluru - 560 064.

34336

Reg. No.

--	--	--	--	--	--	--	--	--	--

III Semester B.Com. (Hons) Degree Examination, April - 2022

COMMERCE

Marketing Environment

(CBCS Scheme (Freshers))

Paper: 3.6

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answers should be written in English only.

SECTION - A

Answer any five sub questions. Each question carries 2 marks. (5×2=10)

1. a) Define customer relationship marketing.
- b) What is Green marketing?
- c) What do you mean by consumer behaviour?
- d) What is advertising?
- e) What do you mean by skimming pricing?
- f) What is digital marketing?
- g) Define service marketing.

SECTION - B

Answer any three questions of the following questions. Each question carries 5 marks. (3×5=15)

2. Explain briefly the concepts of marketing.
3. Briefly explain types of marketing environment.
4. Explain the factors influencing pricing.
5. Write a note on disruption caused by digital marketing.

[P.T.O.]

SECTION - C

Answer any three of the following questions. Each questions carries 15 marks.
(3×15=45)

6. Explain the various approaches to study marketing in detail.
 7. Explain the methods of pricing in detail.
 8. What are digital marketing challenges in India? Also explain suitability of digital marketing in India?
 9. Explain the micro and macro environmental factors.
-