

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86
(For candidates admitted from the academic year 2023 – 2024)

B.Voc. DEGREE EXAMINATION - NOVEMBER 2024
BANKING, FINANCIAL SERVICES AND INSURANCE
THIRD SEMESTER

COURSE : MAJOR CORE
PAPER : ESSENTIALS OF MARKETING
SUBJECT CODE : 23VB/VM/EM34
TIME : 3 HOURS **MAX. MARKS: 100**

SECTION A				
Q. No.	Answer all questions not exceeding 50 words:	(5 x 2 = 10)	CO	KL
1.	Define Marketing.		1	K1
2.	What is meant by Market segmentation?		1	K1
3.	Write a short note on Digital marketing.		1	K1
4.	What is meant by channel of distribution?		1	K1
5.	State the needs of personal selling.		1	K1
SECTION B				
Q. No.	Answer any four questions not exceeding 150 words:	(4 × 5 = 20)	CO	KL
6.	Bring out the significance of marketing.		2	K2
7.	What is labelling? Describe the functions of labelling.		2	K2
8.	What are the benefits of product planning?		2	K2
9.	Demonstrate the role of MIS in marketing.		2	K2
10.	State the important advantages of Advertising.		2	K2
11.	What is branding? Explain the importance of Branding.		2	K2
SECTION C				
Q. No.	Answer the following questions not exceeding 500 words:	(4x10=40)	CO	KL
12.	a) Discuss the evolution of marketing.		3	K3
	(OR)			
13.	b) Describe the need and significance of consumer behavior.		3	K3
	(OR)			
14.	a) Classify the different types of markets in detail.		3	K3
	(OR)			
15.	b) Explain the types of wholesalers in channel of distributions.		3	K3
	(OR)			
16.	a) Interpret Maslow's Hierarchy theory with suitable illustration.		4	K4
	(OR)			
17.	b) Examine the various patterns of market segmentation.		4	K4
	(OR)			
18.	a) Elaborate on the recent trends in social media marketing.		4	K4
	(OR)			
19.	b) Explain the different kinds of Pricing.		4	K4
	(OR)			
SECTION D				
Q. No.	Answer any two questions not exceeding 1000 words:	(2 x 15 = 30)	CO	KL
16.	Explain in detail the Functions of Marketing.		5	K5
17.	Elucidate the Product life cycle and New product development with suitable illustrations.		5	K5
18.	Explain the Consumer Buying decision process and buying motives of consumers.		5	K5
