



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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UNIT TEST – AUGUST 2024

COMMERCE - I SEMESTER B.COM

COM 1.3: MODERN MARKETING

Time: 1 Hour

Max. Marks: 20

Instruction: *Answer should be written completely in English*

SECTION-A

Answer **any five** questions. Each question carries **two** marks.

(5X2=10)

1. Define marketing
2. State the functions of marketing.
3. What is meant by internal marketing?
4. Give the meaning of Regulated Market?
5. What is meant by relationship marketing?
6. What is meant by societal marketing?

SECTION-B

Answer **any two** questions. Each question carries **five** marks.

(2X5=10)

7. Write a note on importance of marketing.
8. Briefly explain the concept of holistic marketing.
9. Explain the approaches of marketing.