



THE AMERICAN COLLEGE, MADURAI

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited (2nd Cycle) by NAAC with Grade "A", CGPA – 3.46 on a 4-point scale

Backlog Arrear Examination, March 2021

FUNDAMENTALS OF MARKETING

COM/CME 1435

Maximum Marks: 75

Duration: 3hours

Answer any FIVE of the following

(5X15=75)

1. Discuss in details about the various classification of goods.
2. Briefly Explain consumer Oriented Marketing Approach.
3. Explain in details of Pros and Cons of Urban Marketing.
4. Elaborate the Market Segmentation.
5. Enumerate the Role in Marketing of Products.
6. Describe about Evolution of Marketing.
7. Discuss in details about consumer behavior factors.
