

MERIT TUITION CENTRE(MTC) (BO)-Thirumayam,(HO)-Pudukkottai.**Unit Test(11 to 15)-2023****COMMERCE-XII****PART-A****TOTAL MARK:050****I.Fill In The Blanks :****5 X1=5**

- 1)The process of eliminating unsuitable candidate is called ____
- 2) Off the Job training is given ____
- 3) The Spot market is classified on the basis of ____.
- 4) In the following variables which one is not the variable of marketing mix?
- 5) Social marketing deals with ____

PART-B**5X2=10****II. Answer Any 5 Questions:**

- 6)What is intelligence test?
- 7) What is Role play?
- 8) What is meant by Commodity Market?
- 9) What is Market?
- 10) What is meant by Grading?
- 11) What is green marketing?

PART-C**5X3=15****III. Answer Any 5 Questions:**

- 12)What is structured interview?
- 13) What do you mean by on the job Training?
- 14) Mention any three Role of Marketer?
- 15) What are the objectives of marketing?
- 16) What are the advantages of E-Marketing?
- 17) Explain in detail about Niche marketing.

PART-D**4X5=20****IV. Answer Any 4 Questions:**

- 18)Briefly explain the various types of tests.
- 19)Discuss various types of training.
- 20) How the market can be classified?
- 21) Narrate the Elements of Marketing mix.
- 22) Explain advantages and disadvantages of E-Marketing.

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