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PGIS 1242 B-16
M.Com. Ist Semester (CBCS) Degree Examination
Commerce
(Marketing Management)
Paper : HC- 1.4
(New)

Time : 3 Hours

Maximum Marks : 80

Instructions to Candidates:

Attempt all sections

Section - A

1. Answer all sub-questions. Each sub-question carries 2 marks (10×2=20)

- State the requirements for effective segmentation..
- What is perceived value pricing?
- What is exclusive distribution?
- Define marketing planning.
- What do you mean by marketing mix?
- Define promotional mix.
- State the criticisms of PLC concept.
- List out the characteristics of marketing audit.
- Define captive products.
- Define social marketing.

Section - B

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

- Explain in brief the marketing process.
- Define product mix. Printout the various dimensions of product mix with suitable examples.

PGIS-1242 B-16/2016

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4. What are the psychological factors that influence the buyer behaviour.
5. What are the methods of new product pricing? Explain.
6. Explain the marketing control process.

Section - C

Answer any three questions. Each question carries 15 marks. (3×15=45)

7. Why there is a need for market segmentation? Discuss in detail the various bases for market segmentation.
8. "New product development process starts with idea generation and ends with commercialization" Discuss.
9. What are the factors affecting pricing? Explain the product mix pricing strategies.
10. Define marketing channel. Discuss in detail the channel-design decisions.
11. Explain marketing control process. What are the tools for marketing control.

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