

PGIS-N 1316 B-2K12



M.Com. First Semester (CBCS) Degree Examination

COMMERCE — Paper – HC 1.4

Marketing Management

(New)

Time : 3 Hours]

[Max. Marks : 80

Instruction : Answer all Sections.

SECTION – A

1. Answer **all** the sub-questions. Each sub-question carries **2** marks :
(10 × 2 = 20)
- (a) What is selling concept?
 - (b) What do you mean by market segmentation?
 - (c) Define Product.
 - (d) What do you mean by product life cycle?
 - (e) How can the marketer or manufacturer stretch the life of a product?
 - (f) What do you mean by psychological pricing?
 - (g) What do you mean by product line?
 - (h) What do you mean by the term commercialization?
 - (i) What is marketing audit?
 - (j) What do you mean by ethics in marketing?

SECTION – B

Answer any **three** questions. Each question carries **5** marks : (3 × 5 = 15)

- 2. What are customers needs? Explain with examples.
- 3. What do you mean by product marketing mix? How it is different from services marketing?
- 4. Define consumer behaviour and also write the determinants of consumer behaviour.
- 5. Explain the new product pricing strategies in detail.
- 6. Discuss the objectives and constraints of Channel Design Decisions.

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SECTION -- C

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

7. Describe the four pillars of marketing concept. Also write the importance of it.
 8. Discuss in detail the Marketing process.
 9. What are the factors to consider when setting prices? Discuss the general pricing approaches.
 10. Explain the factors influencing choice of channels. State the major types of channels.
 11. Discuss in detail the market control systems.
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