

B.COM DEGREE END SEMESTER EXAMINATION OCTOBER 2017**SEMESTER – 3: COMMERCE (CORE COURSE)****COURSE: 15U3RCOM7 – MARKETING MANAGEMENT***(For Regular - 2016 Admission and Supplementary / Improvement 2015 Admission)*

Time: Three Hours

Max Marks: 75

Section AAnswer **all** questions. Each question carries two marks.

1. Define the term marketing
2. What is promotion?
3. Name any two internal factors affecting pricing decisions.
4. Define market segmentation
5. What is social marketing?
6. What is skimming pricing?
7. What is brand equity?
8. Define product
9. What is buying behavior?
10. What is trademark? (2 x 10 = 20)

Section BAnswer **any five** questions. Each question carries five marks.

11. Explain the features of modern marketing concept
12. Explain the role of pricing in the design of marketing mix
13. Explain briefly the components of promotion mix
14. Explain the difference between advertisement and personal selling.
15. Define 'labeling'. What information is usually supplied by labeling?
16. Define 'brand'. Explain the disadvantages of branding.
17. What are the factors affecting channel choice? (5 x 5 = 25)

Section CAnswer **any three** questions. Each question carries ten marks.

18. What is sales promotion? What are its strengths and limitations?
19. Explain the services of a wholesaler to manufactures and retailers.
20. What is meant by pricing policy? Explain the different types of pricing policies?
21. Define channels of distribution. What are the factors taken into account while determining the channels of distribution of a product?
22. Explain the various stages in the product life cycle with a suitable example. (10 x 3 = 30)
