

**M. PHIL DEGREE END SEMESTER EXAMINATION - MARCH 2018****SEMESTER – 1: M.PHIL IN COMMERCE****COURSE: 15MP1COMT3A: MARKETING MANAGEMENT***(For Regular - 2017 Admission)*

Time: Three Hours

Max. Marks: 75

**SECTION A**Answer **any Eleven** questions. Each question carries **5** Marks

1. What are important functions to be performed in the process of marketing?
2. Distinguish between marketing concept and selling concept.
3. Explain the macro environmental factors that affect the marketing system of a modern organization.
4. Define marketing mix. What are its elements?
5. Explain the marketing strategy opted during recession.
6. Explain “Price skimming and penetration pricing”?
7. Explain the psychological determinants of consumer behaviour.
8. Explain in brief different types of buyer’s behaviour.
9. What is market segmentation? What are the benefits of market segmentation?
10. What is product life cycle? What are the problems usually faced while introducing a new product?
11. What is marketing research? Explain its significance?
12. What are the stages in new product development process?
13. What are the objectives of pricing?
14. What is promotion mix? What are the determinants of promotion mix? (5 x 11 = 55)

**SECTION B**Answer **any two** questions. Each question carries **10** Marks

15. What are the major problems of rural marketing?
16. Explain the major factors affecting the choice of marketing channels.
17. Explain the various methods of pricing.
18. What is a brand? Examine the importance of branding. (10 × 2 = 20)

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