

**M.Com. DEGREE EXAMINATION, NOVEMBER 2018**  
**I Year I Semester**  
**Core Major -III**  
**MARKETING MANAGEMENT**

**Time : 3 Hours**

**Max.marks :75**

**Section A** ( $10 \times 2 = 20$ ) Marks

Answer any **TEN** questions

1. Define Marketing.
2. What are objectives of marketing?
3. Define service marketing.
4. What is product?
5. What is brand?
6. Define packaging.
7. What is price?
8. What are the advertising objectives?
9. What is meant by online marketing?
10. What is rural marketing?
11. What is MIS?
12. What is meant by marketing of finance?

**Section B** ( $5 \times 5 = 25$ ) Marks

Answer any **FIVE** questions

13. What are the factors influencing marketing concept?
14. Explain 7P'S of service marketing.
15. What are various classification of products?
16. Explain the advantages of PLC?
17. Describe the procedure for price determination.
18. Write short notes on
  - (a) E. Mail
  - (b) E. Marketing
19. What are the characteristics of good MIS.

**Section C** ( $2 \times 15 = 30$ ) Marks

Answer any **TWO** questions

20. What are the criteria for market segmentation?
21. Explain in detail about the Product Life Cycle.
22. Describe the various types of channels of distribution.
23. Explain the tools and techniques of marketing control.

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