

**M.Com DEGREE EXAMINATION, NOVEMBER 2019**  
**I Year I Semester**  
**Marketing Management**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. Define marketing management ?
2. What is marketing mix ?
3. What do you mean by Product development ?
4. What do you mean by Impulse goods ?
5. What is skimming pricing ?
6. Define 'pricing policies' ?
7. What are the objectives of promotion ?
8. "Advertising is wasteful". Do you agree ?
9. What is E-Commerce ?
10. What are the primary purposes of distribution ?
11. "Middlemen are parasites. They should be eliminated." Do you agree ?
12. Write a short note on MIS ?

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

Answer any **FIVE** questions

13. What are the different bases of Market Segmentation ?
14. Explain briefly the different determinants of buyer behavior.
15. Discuss the 'product life cycle' and its significance in product mix.
16. What are the objectives of pricing ?
17. What is promotional mix ? What factors influence it ?
18. Write the contrast between marketing information system and marketing research?
19. What are the various ethical issues in Marketing ?

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

Answer any **TWO** questions

20. "Marketing starts and ends with the consumer" – Discuss
21. What do you understand by the term 'Product Mix'? Why do companies usually consider it necessary to change their product mix from time to time ?
22. Has marketing changed in the connected world? Discuss the strategy, implications of the internet for marketing.
23. Explain the term 'channel of distribution'. What are the major channels of distribution for (a) Consumer goods and (b) Industrial products

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