

B.Com(ISM) DEGREE EXAMINATION, NOVEMBER 2019
II Year III Semester
Marketing Management

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. Define Marketing.
2. What is Marketing Mix?
3. What do you mean by Market segmentation?
4. What do you mean by Product mix?
5. Write a note on Product Life Cycle.
6. What is Personal selling?
7. What is consumer behaviour?
8. What is AIDA concept?
9. What is social media?
10. What do you mean by middlemen?
11. What is skimming pricing?
12. What is chain store?

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

Answer any **FIVE** questions

13. Explain Hire purchase and Instalment purchase.
14. Explain 4P's of Marketing.
15. Explain the various methods of Market Segmentation.
16. What are the advantages of advertisement to the manufacturers?
17. Explain the various stages in Product Life Cycle
18. Discuss any six kinds of pricing.
19. Discuss the general steps involved in the process of buying.

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

Answer any **TWO** questions

20. What are the qualities required for a good salesman?
21. Explain the various stages in New Product Development.
22. What are the factors which affect the choice of channel?
23. Explain the various functions of marketing.

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