

M.Com. DEGREE EXAMINATION, APRIL 2020
I Year I Semester
Marketing Management

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. What is macro marketing?
2. What do you mean by market segmentation?
3. Who are customers?
4. What is standardisation?
5. What is product differentiation?
6. Write any two objectives of pricing.
7. What is sales promotion?
8. What is a price leadership?
9. What is Penetration Pricing?
10. What is social marketing?
11. What is meant by direct marketing?
12. What is marketing ethics?

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

Answer any **FIVE** questions

13. Define "Marketing". Explain the importance of marketing.
14. Enumerate the stages of Product Life Cycle.
15. Difference between product mix and marketing mix.
16. Explain the objectives of personal selling?
17. Explain the types of advertising with suitable examples.
18. What is green marketing? Explain the pros and cons of green marketing.
19. What is e – marketing? Explain the recent trends in e-marketing.

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

Answer any **TWO** questions

20. How markets could be classified? Give examples to suit the different
21. Discuss the various stages of a new product development. What is the reason for the failure of a new product?
22. What are the types of channels of distribution? Explain its functions.
23. What is marketing information system? Explain the components and importance of marketing information system.

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