

B.Com.(ISM) DEGREE EXAMINATION, ODD SEMESTER 2020
II Year III Semester
Marketing Management

Max.marks :25

Answer any **FIVE** questions ($5 \times 5 = 25$) Marks

1. State the importance of Marketing to the society.
2. Discuss various functions of Marketing.
3. Explain the factors influencing pricing decision.
4. What is meant by Product Life Cycle? Explain the various stages in the Product Life Cycle.
5. Explain briefly the benefits of Market Segmentation.
6. Explain the various methods of Sales Promotion.
7. Explain different types of Channels of Distribution.