

B.Com(ISM) DEGREE EXAMINATION, EVEN SEMESTER 2021
II Year III Semester
Marketing Management

Max.marks :25

Answer any **FIVE** questions (5 × 5 = 25) Marks

1. Define Warehousing. Explain its different kinds.
2. What is packaging? Explain the qualities of Good Packaging.
3. Explain the factors that influence buying decision.
4. Write a note on the importance of advertisement.
5. What are the various types of marketing channels?
6. Differentiate between Differentiate and Undifferentiated marketing.
7. What are the different stages in product life cycle?