

**SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)**

**(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai — 600 044.**

M.Com. - END SEMESTER EXAMINATIONS APRIL - 2022

SEMESTER - I

20PCOCT1003 - Marketing Management

Total Duration : 3 Hrs.

Total Marks : 60

Section A

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. What do you mean by service marketing? Explain the tasks involved in service marketing.
2. Classify the various strategic marketing mix components.
3. Explain the various stages of product life cycle.
4. Define pricing? Discuss the various methods of pricing.
5. Distinguish between salesmanship and advertising.
6. Discuss the recent trends in online marketing.
7. Explain the objectives of green marketing.
8. What is Marketing Information System? Explain the components of MIS.

Section B

Part A

Answer any **TWO** questions ($2 \times 10 = 20$ Marks)

9. Define packaging. Describe the functions of packaging.
10. Explain the types of channels of distribution.
11. Discuss the attractive potentials in the rural marketing.
12. What is marketing ethics? Examine "reasons why ethical marketing is an integral part of the life of an organization".

Part B

Compulsory question ($1 \times 10 = 10$ Marks)

13. What is marketing? Explain the various marketing concepts and importance.
