

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 NOVEMBER - 2022

SEMESTER - I

20PCOCT1003 - Marketing Management

Total Duration : 2 Hrs 30 Mins.

Total Marks : 60

Section A

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

1. Explain the importance of Marketing.
2. Define products marketing and securities marketing.
3. Classify product mix strategies.
4. Describe the functions of packaging.
5. List out the methods of sales promotion.
6. Relate the concepts of salesmanship and advertising.
7. Explain the advantages of green marketing.
8. Examine the importance marketing ethics.

Section B

Part A

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

9. Describe the 7P's of service marketing.
10. Explain the various product strategies.
11. Classify the various methods of pricing.
12. Examine the source of finance.

Part B

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

13. Ascertain the recent trends in marketing.
