

MCOM 1003

M.Com. DEGREE EXAMINATION,
DECEMBER 2015/ JANUARY 2016.

First Year/Non-Semester

Commerce

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. What is marketing mix? Describe the elements of marketing mix.
2. What are the basic elements of segmentation? Explain them briefly.
3. Discuss the various stages in Product Life Cycle (PLC).
4. What is pricing? Explain its objectives.
5. What are the various factors affects the pricing decisions?
6. Who is wholesaler? What type of services they rendered?

7. State the various kinds of sales promotion.
8. What are the qualities should be possessed by a good advertisement copy?

PART B — (5 × 12 = 60 marks)

Answer any FIVE questions.

9. Describe the various factors which influence the modern marketing concept.
10. What is meant by market segmentation? What are the bases for market segmentation?
11. Explain the various phases in new product development.
12. Discuss the various methods of pricing.
13. What are the factors governing selection of channels of distribution?
14. Explain the types of channel of distribution
15. Discuss the various forms of promotional activities.
16. Enumerate the general factors determining the effective advertising.