

MCOM 1003

M.Com. DEGREE EXAMINATION, JANUARY 2021.

First Year – Non-Semester

Commerce

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE questions.

1. Define marketing. Explain briefly the functions of marketing.
2. What is a product? Explain different concepts of a product.
3. What are the objectives of pricing?
4. State the importance of distribution channel.
5. What are the characteristics of an effective advertisement?
6. What is marketing environment? Explain its main dimensions.

7. State the significance of price in marketing.
8. State the functions of Sales Force Management.

PART B — (5 × 12 = 60 marks)

Answer any FIVE questions

9. What are the various methods of market segmentation?
10. Discuss the steps in new product development.
11. Explain the different kinds of pricing decisions.
12. Critically examine about the selection of distribution of channel.
13. Explain the various criticism of advertising.
14. What are the various factors influencing consumer buying behaviour?
15. Explain the different methods of pricing of new products.
16. Discuss the various media of advertising.