

## **MCOM 1003**

M.Com. DEGREE EXAMINATION,  
JANUARY 2022.

First Year – Non Semester

Commerce

### MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

PART A — (5 × 8 = 40 marks)

Answer any FIVE out of Eight questions

All questions carry equal marks.

1. Bring out the feature of marketing concept.
2. Classify consumer goods.
3. List out the elements of a brand.
4. Narrate the advantages of Product mix over single product
5. Describe briefly targeting and brand positioning.
6. Write a note on the role of intermediaries.
7. Illustrate and explain the suitability of Skimming pricing strategy and Penetration pricing strategy.
8. Distinguish direct marketing from telemarketing.

PART B — (5 × 12 = 60 marks)

Answer any FIVE out of Eight questions.

All questions carry equal marks

9. Do micro and macro environment factors impact marketing decisions?
  10. Describe the factors influencing pricing decision of products or services.
  11. 'A company's positioning and differentiation strategy change over product Life Cycle' Explain.
  12. How can public relations, personal selling and sales promotion complement each other for a retailer?
  13. 'Attitude change is a central theme in advertising' Discuss.
  14. Write the significance of segmenting market? Write the bases for segmentation of consumer market with suitable example.
  15. Discuss the significance of marketing research. Explain the stages in conducting marketing research?
  16. Discuss the pattern of marketing channel with its intermediaries.
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