

24002

M.Com. DEGREE EXAMINATION, MARCH/APRIL 2019.

SECOND SEMESTER

Commerce

Paper II — MARKETING MANAGEMENT

Time : Three hours

Maximum : 75 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer any FIVE questions.

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Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Elements of marketing.
2. Digital marketing.
3. Product mix.
4. Bases for segmenting industrial markets.
5. Marketing research.
6. Types of buyer behaviour.
7. After sales management.
8. Functions of wholesaler.

PART B — (4 × 15 = 60 marks)

Answer ALL questions.

Each question carries 15 marks.

Each answer should not exceed 6 pages.

9. Explain the nature and scope of marketing.

Or

10. State the functions of service marketing.

11. What are the requirements for effective segmentation?

Or

12. Discuss the new product development process.

13. Explain the ethical issues in marketing research.

Or

14. Discuss the different buyer behaviour models.

15. What are the various sales promotion methods?

Or

16. Explain the factors involved in creating distribution channels.

