MCOHC-1.3

Sl.No. : **Total No. of Pages : 2**

First Semester M.Com. Degree Examination, June/July - 2024
(SLM Scheme) (CBCS)
COMMERCE
Course - III : Marketing Management

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any Four questions. Each question carries Five marks. [4 × 5 = 20]

Q1) What are the different concepts of Marketing.

Q2) Write a note on the stages of New Product Development.

Q3) Briefly explain the Market Segmentation Strategies.

Q4) What are the buying motives?

Q5) List out the different characteristics of Branding.

Q6) What are the objectives of Advertising?

SECTION - B

Answer any Three questions. Each question carries Ten marks. [3 × 10 = 30]

Q7) Explain the types of marketing environment.

Q8) Outline the factors influencing the consumer behaviours.

Q9) Explain the stages in new product development.

Q10) Differentiate between branding from packaging. Briefly explain the classification of brands.

Q11) Explain the components of marketing communication.

SECTION - C

Answer any Two questions. Each question carries Fifteen marks. [2 × 15 = 30]

Q12) Discuss the Scope the Applications of marketing research.

Q13) Explain the Procedure for price determination and methods of pricing.

Q14) Write an explanatory note on Distribution Policy and explain different channels of distribution.

Q15) Discuss the characteristics of services marketing and explain the classifications of services.

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