MCOHC-1.3

Sl.No. :

Total No. of Pages : 2

I Semester M.Com. Degree Examination, May/June - 2023
(CBCS, SLM Scheme)
COMMERCE
Course-III : Marketing Management

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

Instruction: Answer all Sections.

SECTION - A

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

Q1) Define marketing and explain the concepts of marketing.

Q2) Explain the stages of new product development.

Q3) Write a brief note on Rural Marketing.

Q4) Explain the importance of Marketing Research.

Q5) Differentiate between packaging and labelling.

Q6) Explain different types of marketing environment.

SECTION - B

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

Q7) Explain the types of distribution channel with suitable example of your choice.

Q8) Explain the components of Service mix with example.

Q9) What do you mean by pricing? Explain the methods of pricing.

Q10) What are the strategies to enter global market? Explain each with suitable examples.

Q11) What are unfair marketing practices? Outline the measures recommended by council of Fair Business Practices (FBP)

SECTION - C

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

Q12) What are the basis for segmenting consumer market?

Q13) Explain Product Life Cycle (PLC) with diagram and explain strategies required at each stage of PLC.

Q14) Explain in detail the contemporary issues and challenges of marketing in India.

Q15) Write a short note on

a) Branding
b) Buying motives
c) Promotion mix

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