MCOHC-1.3

Sl. No.

I Semester M.Com. Degree Examination, May/June - 2026

COMMERCE

Marketing Management

(CBCS, SLM Semester Scheme)

Time : 3 Hours **Maximum Marks : 80**

PART - A

Answer any Four questions. Each question carries 5 marks. **(4×5=20)**

1. Define marketing and explain any two components of marketing concept.
2. What is controllable environment in marketing? Give examples.
3. State the meaning of consumer behaviour and its importance in marketing.
4. Mention the objectives of product packaging.
5. What are the elements of the promotion mix?
6. Define pricing. Mention any three factors affecting pricing decisions.

PART - B

Answer any Three questions. Each question carries 10 marks. **(3×10=30)**

7. Explain the classification and dimensions of product concept.
8. Discuss the various stages involved in new product development.
9. Explain the merits and types of branding.
10. Describe the characteristics and functions of distribution channels.
11. What is service marketing mix? Explain its components briefly.

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PART - C

Answer any Two questions. Each question carries 15 marks. (2×15=30)

12. Explain the various concepts of marketing and how marketing has evolved as a managerial function.

13. What is market segmentation? Discuss the basis and strategies of market segmentation.

14. Define product life cycle and explain its stages with suitable examples.

15. What is marketing research? Discuss its scope, applications, and limitations.
