MCOHC1.3

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

First Semester M.Com. Degree Examination, June - 2025
(CBCS) (SLM Scheme)
COMMERCE
Course - III : Marketing Management

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

Instruction: Answer all the sections.

SECTION - A

Answer any four questions. Each question carries five marks : [4 × 5 = 20]

1. Distinguish clearly between selling and marketing.

2. Why it is necessary to scan marketing environment?

3. How market segmentation is different form the product differentiation?

4. What do you mean by the term buyer behaviour? Why is it problem Solving behaviour?

5. Why new products fail in the market?

6. Differentiate brand and trade mark.

SECTION - B

Answer any three questions. Each question carries ten marks : [3 × 10 = 30]

7. Explain the different components of marketing concept.

8. What are the approaches to study environmental analysts?

9. Briefly outline the market segmentation strategies.

10. State the objectives of packaging. Explain how it acts as product differentiation strategy.

11. Explain the factors affecting price.

SECTION - C

Answer any two questions. Each question carries fiften marks : [2 × 15 = 30]

12. Discuss the needs for studying the consumer behaviour.

13. Critically evaluate the factors affecting the product life cycle.

14. Discuss the policies and strategies of good packaging.

15. "The manufacture's choice of marketing channels will depend on his policy of distribution". comment.

