MCOHC-1.3

Sl. No.

I Semester M.Com. Degree Examination, October/November - 2025

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. What is the marketing environment? Mention two types with examples.

2. List out any four buying motives of consumers.

3. Explain the meaning of "Total Product Personality".

4. Mention any four objectives of advertising.

5. Define multiple product pricing and product line pricing.

6. Write a short note on classification of services.

PART - B

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

7. Discuss the importance of market scanning and its benefits.

8. Explain the sub-components of the four 'P's of marketing mix.

9. Describe the features and classification of brands.

10. Elaborate on the methods of pricing in detail.

11. Explain the rural marketing environment and strategies used in rural areas.

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PART - C

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

12. Explain the scope and factors influencing consumer behaviour in detail.

13. Discuss the promotional tools used in marketing communication and their impact on consumer response.

14. What is advertising? Discuss the process of media planning and selection, and how advertisement effectiveness is measured.

15. Define services and explain the challenges faced by service organizations in marketing.
