

## FINAL YEAR B.Com. DEGREE EXAMINATION, MARCH/APRIL 2008

## Part III

## Paper IX—MARKETING MANAGEMENT

(2005 and earlier admissions)

e: Three Hours

Maximum : 80 Marks

## Section A

Answer any **ten** questions.  
Each question carries 1 mark.

1. Define Marketing.
2. What are buying motives ?
3. What is AIDAS formula ?
4. What is skimming price ?
5. What is standardization ?
6. What is conversional marketing ?
7. What is marketing strategy ?
8. What is quota setting ?
9. Expand GATT and WTO.
10. What is pricing ?
1. What is primary market ?
2. What is market control ?

(10 × 1 = 10 marks)

## Section B

Answer any **ten** questions.  
Each question carries 4 marks.

3. Explain the features of modern marketing.
4. Discuss briefly the causes of failure of new product in the market.
5. Discuss the features of consumerism in India.
6. What are the problems of International Trade ?
7. Discuss the criteria or requirements of market segmentation.
8. What are reference group ?
9. What are the facilitating functions of marketing ?

20. Define Branding. What are the various methods of building brand loyalty ?
21. What is Franchising ?
22. State the difference between domestic marketing and global marketing.
23. Describe briefly the stages in PLC.
24. What is the use of advertising in sales promotion ?

### Section C

*Answer any two questions.  
Each question carries 15 marks.*

25. What are the objectives of public distribution system ?
26. Discuss the elements of marketing research.
27. Describe the role of marketing in the development of a country.