

FINAL YEAR B.Com. DEGREE EXAMINATION, AUGUST 2009

Commerce

Paper IX—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Section A

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

1. Define marketing.
2. What do you mean by buying motive ?
3. What is Marketing Research ?
4. What is Mail Order Marketing ?
5. Define market segmentation.
6. What is meant by TNCs ?
7. What is product line ?
8. What is consumerism ?
9. What is Demarketing ?
10. What is Price ?
11. What do you mean by consumer behaviour ?
12. Define services.

(10 × 1 = 10 marks)

Section B

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

13. Explain the various concepts or philosophies of marketing.
14. Explain the elements of marketing mix.
15. Discuss the various stages in the buying process.
16. Explain the different stages of product life cycle.
17. What are the factors determining the channel of distribution ?
18. Write a note on internet marketing.
19. Write a brief note on Consumer Protection Act, 1986.

20. What are the features of services ?
21. Discuss the specific functions of WTO.
22. Write a note on marketing strategy.
23. State the importance of consumer behaviour in marketing management.
24. Discuss the problems in managing physical distribution in rural markets in India.

(10 × 4 = 40 marks)

Section C

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

25. What is meant by product mix ? Explain the influencing factors in the change of product mix.
26. What is branding ? Explain how branding plays an important role in marketing.
27. What is pricing ? Explain the objectives of pricing.

(2 × 15 = 30 marks)