

K17P 1382

Reg. No. :

Name :

Third Semester M.Com. Degree (Reg./Suppl./Imp.) Examination,
November 2017
(2014 Admn. Onwards)
COM 3C11 – MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Define marketing concept.
b) Distinguish between marketing management and sales management.
c) Discuss the major obstacles in the development of marketing in India.
2. a) What are buying motives ?
b) Discuss the factors influencing consumer behaviour.
c) Explain the importance of studying consumer behaviour in marketing.
3. a) What do you understand by marketing myopia ?
b) Enumerate briefly the functions performed by branding.
c) Describe the various elements of brand equity.
4. a) What do you understand by captive product pricing ?
b) Mention the steps in building pricing strategies.
c) Discuss the pricing strategies for determining the price of new products.
5. a) Differentiate between physical distribution and channel of distribution.
b) What are the factors to be considered while selecting a suitable channel of distribution ?
c) What are the recent trends in channel of distribution ?

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- 6. a) What are regulated markets ?
- b) What strategy would you suggest for the successful rural marketing ?
- c) Discuss the problems of rural marketing of consumer goods. (4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

- 7. a) What is marketing mix ? Discuss the importance of marketing mix and the various factors influencing it.

OR

- b) What is the importance of market segmentation ? Discuss the various bases of market segmentation.

- 8. a) "Advertisement brings long term benefits but sales promotion is for quicker results". Discuss.

OR

- b) Define retail trade and explain the various modern types of retail enterprises.

(2×12=24)