

(104MCOM17)

M.Com./M.Com. (B & F)/M.Com. (FM) DEGREE EXAMINATION, NOVEMBER 2017

FIRST SEMESTER

Branch : Commerce

Paper IV — MARKETING MANAGEMENT

(New Syllabus)

Time : 3 Hours

Max. Marks : 70

**SECTION - A**

Answer any FIVE of the following.

(Marks : 5 × 4 marks = 20 marks)

1. (a) What is marketing mix?
- (b) What is E-marketing?
- (c) What is cost plus pricing?
- (d) What is product line?
- (e) What is place mix?
- (f) What is E-CRM?
- (g) What is MIS?
- (h) What is marketing research?
- (i) What are the features of services?
- (j) Sketch the growing importance of services marketing.

**SECTION - B**

Answer ALL the questions.

(Marks : 5 × 10 marks = 50 marks)

2. (a) Explain the types of buying behaviour.  
Or  
(b) What are the various bases for market segmentation?
3. (a) Explain about the phases of product life cycle.  
Or  
(b) Explain about the factors influencing pricing policies.

[P.T.O]

4. (a) Explain the importance of supply chain management.

Or

(b) Sketch the importance and scope of public relations in marketing.

5. (a) Write the importance of marketing intelligence system.

Or

(b) Explain the process of marketing research.

6. (a) What is marketing triangle of services?

Or

(b) Explain the 7Ps of marketing.

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