

Q.P. Code – 57222

First Year M.Com. Degree Examination, OCTOBER/NOVEMBER 2016

(Directorate of Distance Education)

Commerce

(DPA 520) Paper 10.02 — MARKETING MANAGEMENT

Time : 3 Hours]

[Max. Marks : 70/80

Instructions to Candidates :

- 1) Sections-A, B and C are common and compulsory for the students of both new and old schemes.
- 2) Section-D shall be answered by only the students under new scheme (with 20 internal assessment marks).

SECTION – A

1. Answer **ALL** the sub-questions and each sub-question carries **2** marks. Answer to each sub-question shall not be in more than six sentences : **5 × 2 = 10**
 - (a) What is Marketing System?
 - (b) What is Consumerism?
 - (c) State any four objects of Market Segmentation.
 - (d) What do you mean by reference group?
 - (e) Define Promotion.

SECTION – B

Answer any **THREE** questions and each question carries **10** marks. Answer to each theory question shall not be more than five pages : **3 × 10 = 30**

2. “Marketing research strives for reliability and validity.” – Explain.
3. What are the various approaches of studying marketing? Elaborate.
4. Critically evaluate the role of branding and packaging in the marketing of products.
5. “The Marketing of services is one of the fastest-growing areas of marketing and distribution.” – Comment.
6. Explain how advertising message are created.

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SECTION – C

Answer any **TWO** questions and each question carries **15** marks. Answer to each theory question shall not be more than eight pages : **2 × 15 = 30**

7. Comment on the Sigmund Freudian Psycho-analytical model of buyer behaviour.
8. Describe the various internal and external forces that influences the pricing strategy of a firm.
9. Discuss the factors governing the channel choice.

SECTION – D

This section is only for the students of New Scheme (with **20** internal assessment marks). Answer any **ONE** question and it carries **10** marks. Answer to the theory question shall be in not more than five pages : **1 × 10 = 10**

10. Explain the product life cycle and related strategies.
 11. Explain briefly the procedure for conducting research.
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