

**M.Com. (Previous) Degree Examination August / September 2009**

**Directorate of Correspondence Course**

**COMMERCE**

**Paper - II**

**Marketing Management  
(Freshers)**

**Time : 3 Hours**

**Max. Marks : 80**

**Note:**

**1) Answer any FIVE of the following questions.**

**2) Each question carries 16 marks.**

1. Define Product mix. Examine the reasons for failure of new products.
2. Discuss the merits and limitations of various approaches to study of marketing.
3. Explain the systematized procedure of conduction a marketing research.
4. Elucidate Maslow's theory contributed to understand consumer behaviour.
5. What is Product Life Cycle? Discuss the appropriate marketing strategies to be adopted at each stage of the product life cycle.
6. What are the major channels of distribution ? Which are the factors matter much while choosing a channel?
7. What is services marketing ? How is it different from product marketing ? What are its main features.
8. What is marketing research ? What are its objectives ? Distinguish between experimentation and desk research.
9. Explain the steps involved in the development of a new product?
10. Input - output model of consumer behaviour symbolizes human psyche - explain.

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