

S.No. 9271

**PN 15 FM 2/PN 15 BM 2/
PN 15 CA 2**

(For candidates admitted from 2015–2016 onwards)

M.Com. DEGREE EXAMINATION, NOVEMBER 2023.

**Financial Management/Bank Management/Computer
Applications**

MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A — (10 × 2 = 20)

Answer ALL questions

1. List out the benefits of modern concept of marketing.
2. What do you mean by marketing?
3. What is marketing information system?
4. What is mean by buyer behaviour?
5. Define branding.
6. What do you mean by packaging?

7. What is mean by channel of distribution?
8. Define dual pricing.
9. Write a short note on outdoor advertising.
10. What is sales promotion?

SECTION B — (5 × 7 = 35)

Answer ALL questions, Choosing either (a) or (b)

11. (a) What are the features of marketing?
- Or
- (b) State the importance of environmental analysis.
12. (a) What are the factors determining the market segmentation?

Or

- (b) What are the different participants of consumer buying decision?
13. (a) What are the various product mix strategies?

Or

- (b) Write down the importance of branding in marketing.

14. (a) What are the factors influencing the pricing decisions?

Or

- (b) State the objectives of pricing policy.

15. (a) What are the elements of advertising?

Or

- (b) What are the factors considering while selecting the media?

SECTION C — (3 × 15 = 45)

Answer any THREE questions

16. Explain the various environmental factors affecting the marketing functions.
17. Analyze the applications of management information system in marketing.
18. Enumerate the functions of packaging.
19. Explain the important objectives of pricing decisions.
20. Discuss the trade sales promotion techniques.