

Total No. of Pages: 1

**6736**

Register Number:

Name of the Candidate:

**M.Com. DEGREE EXAMINATION, May 2015**

**(MARKETING)**

**(FIRST YEAR)**

**550: MODERN MARKETING**

**(Old Regulations)**

Time: Three hours

Maximum: 100 marks

**SECTION - A**  
**Answer any FIVE questions**

**(5 × 8 = 40)**

1. Define marketing. Why is it needed?
2. What are the elements of marketing mix? Explain.
3. How are products classified?
4. State the essentials of a good brand
5. Narrate the objectives of pricing.
6. Specify the factors governing the channel choice.
7. Point out the characteristics of "Marketing Information system".
8. Why is consumer protection in India needed?

**SECTION - B**  
**Answer any THREE questions**

**(3 × 20 = 60)**

9. "Market segmentation is very useful for effective marketing of any Product" Elaborate.
10. Examine the concept of product life cycle and discuss how is it related to different stages of market development.
11. "Money spent on advertisement is wasteful". Do you agree? Give reasons.
12. What do you mean by "Marketing research"?
13. Assess the Indian Marketing environment to day.

\$\$\$\$\$\$