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Register Number:

Name of the Candidate:

M.Com. DEGREE EXAMINATION, May 2015

(ENTREPRENEURSHIP)

(FIRST YEAR)

530. MARKETING MANAGEMENT

(Old Regulations)

Time: Three hours

Maximum: 100 marks

SECTION -A

(5 × 8 = 40)

Answer any FIVE questions

1. What is marketing? Discuss clearly the modern concept of marketing.
2. Explain the economic factors that affect the buyer's behaviour.
3. What is a new product? How is it developed?
4. Enumerate briefly the functions performed by packaging.
5. State the various objectives of pricing.
6. Explain the objectives of sales promotion.
7. Define a channel of distribution. Explain the factors governing the choice of a particular channel.
8. What do you understand by social responsibility of a marketer?

SECTION -B

(3 × 20 = 60)

Answer any THREE questions

9. Bring out the role of marketing in economic development of a country.
10. Briefly describe the concepts of product life cycle with examples.
11. Explain the alternative pricing strategies available to the marketer who wants to introduce a new product in a highly competitive market?
12. Define retailer. Explain their functions and types.
13. Explain the various legislations enacted by Government for consumer protection in India.
