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II Semester B.Com. Examination, May/June 2014  
(Fresh + Repeaters) (Semester Scheme) (2012-13 and Onwards)  
**COMMERCE**  
Paper – 2.4 : Marketing and Services Management

Time : 3 Hours

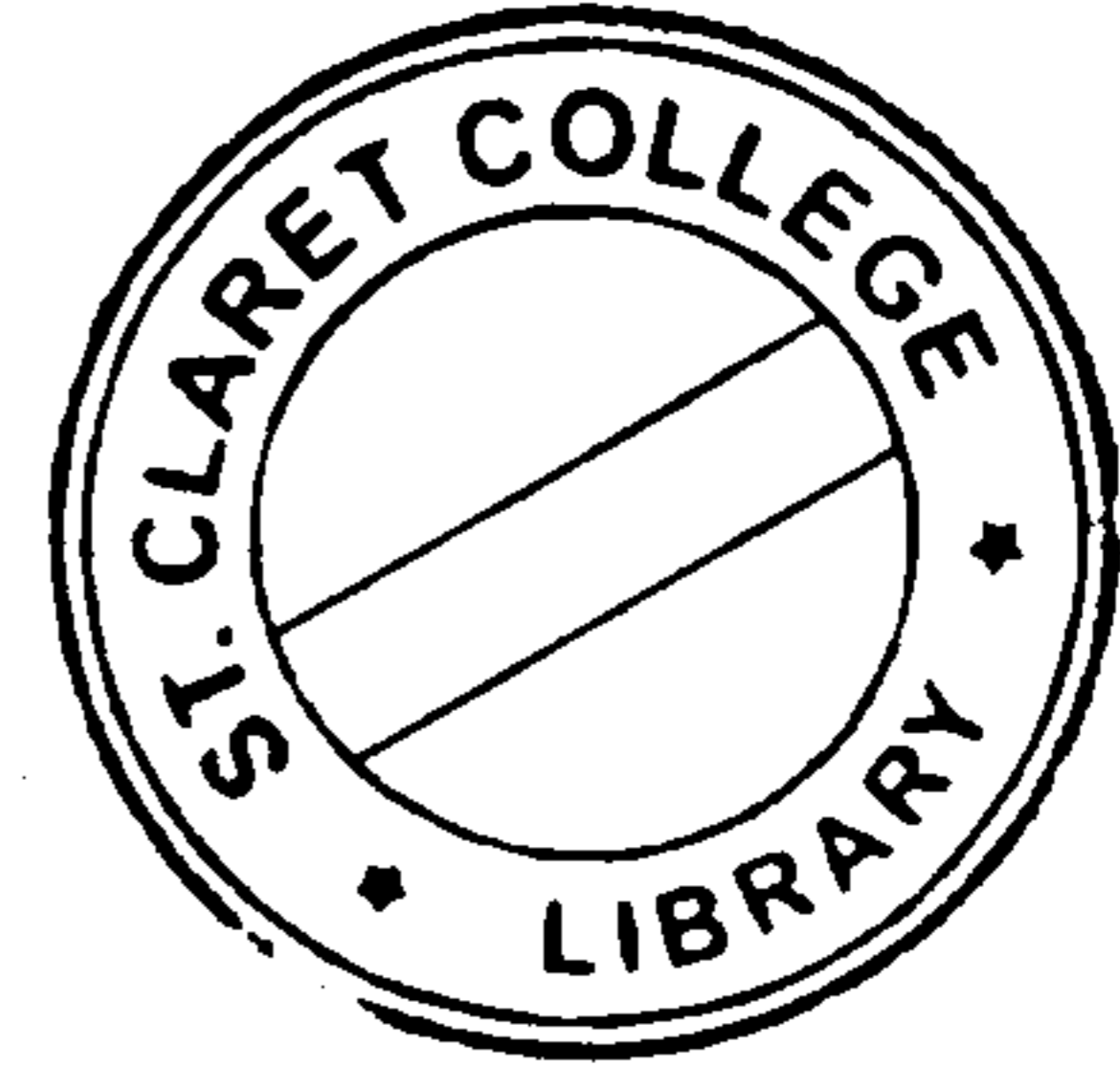
Max. Marks : 100

**Instruction :** Answers should be written completely either in **English** or in **Kannada**.

SECTION – A

I. Answer **any ten** of the following sub-questions. **Each** sub-question carries **2** marks. **(10×2=20)**

- 1) a) State any two goals of marketing.
- b) What is B2 B e business ?
- c) Define consumer behaviour.
- d) What is product planning ?
- e) Mention stages of Product Life Cycle.
- f) Who is a retailer ?
- g) What do you mean by physical distribution ?
- h) State any two advantages of test marketing.
- i) What do you mean by branding ?
- j) What do you mean by healthcare services ?
- k) Mention two differences between travel and tourism.
- l) State any two features of services.



SECTION – B

II. Answer **any four** of the following questions. **Each** question carries **8** marks. **(4×8=32)**

- 2) Explain the features of e-business.
- 3) Write a note on outdoor advertising.

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- 4) Explain the factors influencing pricing.
- 5) State any 8 functions of the retailer.
- 6) Distinguish between goods and services.

### SECTION – C

III. Answer **any three** of the following questions. **Each** question carries **16** marks.

**(3×16=48)**

- 7) Briefly explain various approaches to the study of marketing.
- 8) Explain macro environment.
- 9) Explain the stages in new product development.
- 10) Analyse briefly marketing mix in tourism.