



US – 469

17
II Semester B.Com. Examination, May 2017
(Semester Scheme) (2012 – 13 and Onwards)
(Repeaters)
COMMERCE

Paper – 2.4 : Marketing and Services Management



Time : 3 Hours

Max. Marks : 100

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

SECTION – A

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

- 1) a) Give the meaning of Tourism.
- b) What is personal selling ?
- c) Mention any 4 factors of company's micro environment.
- d) What is green marketing ?
- e) Who is a wholesaler ?
- f) State the elements of marketing mix.
- g) Mention any 2 goals of marketing.
- h) What is market segmentation ?
- i) Mention any two pricing methods.
- j) What is a product line ?
- k) What is service process ?
- l) What is back office service ?

SECTION – B

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

- 2) Explain the macro environmental factors.
- 3) Explain the merits and demerits of M-business.

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- 4) Explain the marketing mix of health care services.
- 5) Explain briefly factors affecting choice of channels of distribution.
- 6) Explain briefly the stages in a product life cycle.

SECTION – C

III. Answer **any three** of the following questions. **Each** question carries **16** marks.
(3×16=48)

- 7) Distinguish between goods and services.
- 8) Explain various pricing policies.
- 9) Explain the functions of marketing.
- 10) Explain the nature and significance of tourism service.