



SN – 597

-57-

III Semester B.Com. Examination, November/December 2014
(Semester Scheme) (Repeaters) (Prior to 2013-14)
COMMERCE

3.4 : Marketing Management
(100 – 2012-13 Only)
(90 – Prior to 2012-13)

Time : 3 Hours

Max. Marks : 100/90

Instruction : Answer should be written under correct question number
completely either in **English** or **Kannada**.

SECTION – A

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

1. a) Define marketing management.
- b) What is market penetration ?
- c) What do you mean by down sizing strategy ?
- d) What is assembling ?
- e) Give any two examples of consumer product.
- f) What is target marketing ?
- g) What is E-Business ?
- h) What is publicity ?
- i) What do you mean by product line ?
- j) What is price ?
- k) What is channel of distribution ?
- l) Expand MMS and SMS.

P.T.O.



SECTION – B

Answer **any five** of the following questions. **Each** question carries **five** marks.

(5×5=25)

2. Write any five functions of marketing.
3. Explain the components of marketing mix.
4. Discuss briefly the functions of retailer.
5. State the advantages of intensive distribution.
6. What are the objectives of publicity ?
7. Explain any five factors influencing pricing decisions.
8. Is advertising a waste ? Analyse.

SECTION – C

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

(3×15=45)

9. Explain the nature and scope of marketing.
10. What is market segmentation ? Give a brief explanation about the basis for market segmentation.
11. What is packaging ? Explain the functions of package.
12. Explain the various medias of advertising.
13. What is meant by pricing ? Explain briefly the factors influencing the pricing policy of a firm.

SECTION – D

(Compulsory for 2012-13 batch)

Answer the following question **compulsorily** which carries **ten** marks.

(1×10=10)

14. What is meant by product life cycle ? Discuss the various stages of product life cycle.
-