



I Year M.Com. Examination, October 2012  
(2007-2008 Scheme) (Correspondence)  
Commerce  
Paper – 1.4 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 100

**Instruction** : Answer **all** Sections.

SECTION – A

1. Answer **any eight** of the following in about **3-4** sentences **each**. **Each** sub-question carries **two** marks. **(8×2=16)**
- a) What is 'strategic marketing' ?
  - b) What is 'customer orientation' ?
  - c) What is 'synchro-marketing' ?
  - d) What is 'de-marketing' ?
  - e) What is 'derived demand' ?
  - f) What is 'an augmented product' ?
  - g) What is 'Brand Image' ?
  - h) What is 'Mark-up pricing' ?
  - i) What is 'pass along rate' ?
  - j) What is 'sales quota' ?
  - k) What is 'intensive distribution' ?

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SECTION – B

(3×8=24)

Answer **any three** questions. **Each** question carries **eight** marks.

2. What is Marketing Mix ? What is its significance ?
3. Why does non-profit sector need marketing ? Explain with examples.
4. Explain how technology has influenced marketing in the last decades.
5. What are buying motives ? Explain the different buying motives.
6. Discuss the significance of marketing research.

SECTION – C

(4×15=60)

Answer **any four** questions. **Each** question carries **fifteen** marks.

7. "Marketing concept has promoted consumerism". Do you agree ? Explain.
  8. Discuss the 'Howard-Seth' Model of consumer behaviour.
  9. Why do new products fail ? Explain how scientific approach to new product development would reduce new product failure rate.
  10. Discuss with appropriate examples the various pricing methods followed by marketers.
  11. What are the components of promotion mix ? Discuss the factors that influence the selection of 'Promotion Mix'.
  12. Examine the factors that affect the choice of trade channel for marketing consumer goods and Industrial goods.
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