

S.No. 730

17PCM01/
17PCZ01

(For the candidates admitted from 2017-2018 onwards)

M.Com./M.Com.(CA) DEGREE EXAMINATION,
NOVEMBER 2017.

First Semester

MARKETING MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (5 × 5 = 25 marks)

Answer ALL questions.

1. (a) State the characters of Marketing Management.

Or

(b) What are the principles of Organisation?

2. (a) What is New Product? How it is developed?

Or

(b) What are the factors influencing product line decision?

3. (a) What are the functions of the members of Marketing Channel?

Or

(b) Write the arguments against Middlemen.

4. (a) What are the tools of Sales Promotion?

Or

(b) What are the importance of Salemanship?

5. (a) Define Advertising and point out the problems of Advertising.

Or

(b) Write the qualities of a good advertising copy?

PART B — (5 × 10 = 50 marks)

Answer ALL questions.

6. (a) Explain the functions of Marketing Management.

Or

(b) Describe the various types of Marketing Organisation Structures.

7. (a) Explain briefly the steps to be followed to new product introduction.

Or

(b) What is meant by product mix? Explain major product mix strategies.

8. (a) Explain the different types of channels of distribution.

Or

(b) Explain the functions of middlemen.

9. (a) Discuss about the reasons for the rapid growth of sales promotion.

Or

(b) Explain the types of salesman.

10. (a) Explain the functions of advertising.

Or

(b) Discuss the objections against advertisement.