III Semester B.Com. Examination, November/December 2013
(Repeaters) (Prior to 2012-13)
COMMERCE
3.4 : Marketing Management

Time : 3 Hours
Max. Marks : 90

Instructions : Answers should be written under correct question number completely either in English or in Kannada.

SECTION – A

1. Answer any ten of the following questions. Each correct answer carries two marks.

   (10x2=20)

   a) Define 'Market' and 'Marketing'.
   ‘ಸಮಾರಂಭವನ್ನು’ ಅಥವಾ ‘ಸಮಾರಂಭವನ್ನು’ ಎಂದು ಅರ್ಥವಿಳೆ.

   b) What do you mean by product line?
   ಪ್ರಧಾನವಾದ ಪ್ರದರ್ಶನವನ್ನು?

   c) Define Product.
   ‘ಪ್ರದರ್ಶನವನ್ನು ಮಾಡಬೇಕು ಎಂದು ಅರ್ಥವಿಳೆ.

   d) What do you mean by product life cycle?
   ಪ್ರದರ್ಶನವನ್ನು ಮಾಡಬೇಕು ಎಂದು ಅರ್ಥವಿಳೆ?

   e) Give the meaning of Branding?
   ಬ್ರಾಂಡಿಂಗ್ನನ್ನು ಎಂದು ಅರ್ಥವಿಳೆ?

   f) What do you mean by pricing?
   ಪ್ರದರ್ಶನವನ್ನು ಮಾಡಬೇಕು ಎಂದು ಅರ್ಥವಿಳೆ?

   g) Write a note on wholesaler.
   ಹೆಚ್ಚಿನ ಅಂಶವನ್ನು ಅಡಿಯಲು ಮಾಡುವಂತಹ.
h) What do you mean by personal selling?

i) Give the meaning of Tele-marketing.

j) Write any two limitations of advertising.

k) What do you mean by relationship marketing?

l) Give any two merits of virtual marketing.

SECTION - B

Answer any five of the following questions. Each answer carries 5 marks. \((5 \times 5 = 25)\)

2. Give the importance of marketing.

3. Explain the different market segmentation strategies.

4. What are the essential features of a product?

5. What are the different stages in product life cycle?

6. What are the different packaging policies?

7. Give the meaning of different methods of pricing.
8. Explain different distribution channel strategies.

9. Explain the various domains of E-Commerce.

SECTION C

Answer any three of the following questions. Each answer carries 15 marks. (3x15=45)

10. Discuss the various concepts of Marketing.

11. Discuss the various approaches to the study of marketing.

12. Explain the various stages in New Product Development.

13. Explain various media of Advertising.

14. Discuss the factors to be considered while selecting channels of distribution.