I Semester B.Com. Examination, Nov./Dec. 2015
COMMERCE
(CBCS) (F+R) (2014-15 and Onwards)
1.5 : Marketing and Services Management

Time : 3 Hours
Max. Marks : 70

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

SECTION – A

Answer any five of the following sub-questions. Each question carries two marks:

1. a) What is a Market?

2. b) What is meant by Relationship Marketing?

3. c) Give the meaning of ‘Marketing Environment’.

4. d) What is Product-Mix?

5. e) What is Service Mix?

6. f) What is meant by Market Segmentation?

7. g) What is Social Marketing Concept?

SECTION – B

Answer any three of the following questions. Each question carries six marks:

2. What are the requisites of sound market segmentation?

3. Distinguish between advertising and personal selling.

P.T.O.
4. Describe the Service Process.

5. Explain the impact of socio-cultural environment on marketing decisions.

6. Write short notes on ‘Selling Concept’ and ‘Marketing Concept’.

SECTION – C

Answer any three of the following questions. Each question carries fourteen marks: (3×14=42)


8. Explain the different types of services.


10. What is promotion? Explain its significance.

11. Explain the approaches to the study of marketing.