(CBCS) (Freshers)(2014-15 & Onwards)
COMMERCE
1.5 Marketing and Service Management

Time: 3 Hours
Max. Marks: 70

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

SECTION – A

Answer any five of the following questions. Each question carries two marks.
(5x2=10)

1. a) What is Relationship Marketing?
   "relationship marketing?"

b) State any two components of political environment.
   "political environment components"

c) Define Consumer Behaviour.
   "consumer behaviour"

d) What is Branding?
   "branding?"

e) Define Service.
   "service"

f) Who is a Travel Agent?
   "travel agent?"

g) Define Marketing.
   "marketing definition"
SECTION - B

Answer any three of the following questions. Each question carries six marks. (3×6=18)

2. State any six objectives of Marketing.

3. How does Technological Environment influence Marketing?

4. Briefly explain the various stages in product development.

5. State the merits of Personal Selling.

6. Differentiate between Products and Services.

SECTION - C

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

7. Explain the functions of Marketing.

8. Explain the basis for Market Segmentation.


10. Explain the factors responsible for the growth of service sector in India.

11. What is Promotion? Explain its significance.