I Semester B.Com. Examination, November/December 2016
(CBCS) (F + R)
(2014 – 15 & Onwards)
COMMERCE
1.5 : Marketing and Services 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.

(5×2 = 10)

1. a) What is market?
   ಮಾರ್ಕೆಟ್?

   b) What is consumer behaviour?
   ಕನಸು ವ್ಯವಹಾರ ವ್ಯವಸ್ಥೆ?

   c) Write any two elements of marketing-mix.
   ಸಂಬಂಧಿಸಿದ  ವ್ಯವಹಾರ-ಪರಿಹಾರದ ದ್ವಿತೀಯ ಒಂದು.

   d) What is service-mix?
   ಸೇವೆ ಮಿಶ್ರ?

   e) Who is a Travel Agent?
   ಟ್ರೆವಲ್ ಅಂಟೆನ್?

   f) Write any two models of E-Business.
   ಎ-ಬಿಸ್ಸೀಸ್ ಮಿಲಿಪ್ರೂದವನ್ನು ಒಂದು.

   g) Expand the following:
   ಉತ್ಸಹಹಿತ ಪದಾರ್ಥ:
   a) FCI    b) PDS

P.T.O.
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. Explain the stages in product development.

4. Describe the services process.

5. Explain the promotion-mix.

6. What are the essentials of a good qualities of a salesman?

SECTION – C

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

7. Explain the approaches to the study of Marketing.

8. What are external macro environmental forces? Explain.

9. What is product planning? Describe the factors influencing product planning.

10. Explain briefly, the significance of Tourism.

11. Explain different types of services.