SRN – 03

M.Com. (Semester – II) Examination, April 2016
COC203 – MARKETING MANAGEMENT (OA – 18)

Duration : 3 Hours   Total Marks : 60

Instructions : 1) This paper consists of **nine** questions carrying **equal** marks.
2) Question No. **1** consists of **5 compulsory** questions of **2** marks **each**.
3) Answer **any 5** questions from Question No. **2, 3, 4, 5, 6, 7, 8** and **9**.
4) Figures to the **right** indicate marks.

1. Answer the following questions briefly :   (5×2=10)
   a) Targeting is the need of Marketing Function. Explain.
   b) Explain the concept of Consumer Value in Marketing of product.
   c) What is the significance of Logistic function in marketing ?
   d) Explain what is Sample Design in Marketing Research.
   e) Explain what is Ad tracking in Marketing Research.

2. Explain the various components of Marketing Environment.   10

3. a) Elaborate on the nature of International Marketing.   6
   b) Explain Promotion Decision of International Marketing.   4

4. Researcher can rely upon only secondary data sources for his/her research work. Do you agree ? If your opinion is not in favour of this statement, what alternative is available ?   10

5. What is Factor Analysis ? When is it proper to use factor analysis as a statistical tool in Marketing Research ?   10

6. a) Explain how Commercial Eye Tracking is of significance in Marketing Research.   5
   b) What do you mean by Conjoint Analysis in Product Designing ?   5

7. Explain the Consumer Decision Making Process.   10

8. What are the various channels of distribution available to a Marketer in International Marketing ?   10

9. a) Explain Semantic Differential Scaling in Marketing Research.   5
   b) What is Regression Analysis and how is it applied in Marketing Research ?   5

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