



SRN – 03

**M.Com. (Semester – II) Examination, April 2017**  
**COC203 : MARKETING MANAGEMENT (OA – 18)**

Duration : 3 Hours

Total Marks : 60

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

1. Answer the following questions briefly : (5×2=10)
  - a) What are the requirements of new product development stage ?
  - b) What do you mean by consumer value ?
  - c) State any four sales promotion techniques.
  - d) What is a perceptual mapping ?
  - e) How does factor analysis enhance marketing research ?
2. What is product life cycle ? Explain in detail the marketing efforts needed at every stage of product life cycle. 10
3. Explain any four consumer behavior models in detail. 10
4. In what way the international market decisions get affected by the external environment factors ? 10
5. Explain in an illustrative manner what methods may be adopted while selecting a sample under marketing research. 10
6. What is advertising research ? What are the various areas covered under scope of advertising research ? 10
7. What do you mean by conjoint analysis ? How conjoint analysis is applied to marketing research ? 10

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8. a) Explain how international marketing differs from domestic marketing. 5
- b) What scaling techniques are used in marketing research for measuring perceptions and attitudes ? 5
9. a) What are the basis of market segmentation ? 5
- b) What factors would you use to measure customer satisfaction towards any product under research ? Use suitable example of a product to explain your choice of factors. 5
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