

**M. Com. ( Semester II) Examination, April, 2019**

**COC – 203: MARKETING MANAGEMENT (OA – 18)**

**Duration: 3 Hours**

**Max. 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.

**Set III**

1. Answer the following questions in brief:

**(5x2=10)**

a) Meaning of bi variate data analysis.

b) Concept of ' product positioning'.

c) Consumer satisfaction concept.

d) Meaning of Ordinal scaling.

e) Meaning of Ad tracking.

2. Explain the various factors influencing marketing environment. 10

3. Explain the Howard Seth model of consumer behaviour. 10

4. Explain the advantages and disadvantages of international marketing. 10

5. Discuss the different types of marketing research. 10

6. Discuss the concept 'Pricing Research'. 10

7. Differentiate between goods and services marketing. 10

8. Discuss the factors to be considered in channel selection decision. 10

9. Discuss the various methods of sampling. 10