

M.Com. (Semester – II) Examination, November 2015
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** question from question no. 2, 3, 4, 5, 6, 7, 8 and 9.
 4) Figures to the **right** indicate marks.

1. Answer the following questions in briefly. (5×2=10)
 - a) What do you understand by the term consumer behaviour ?
 - b) Give any two functions of Distribution Channels.
 - c) What are the two approaches to pricing research ?
 - d) What is copy testing ?
 - e) What are the 7P's of marketing ?
2. a) Give any four differences between Marketing and Sales. 4
 - b) 'Marketing starts with the consumers/customers and ends with the consumers/customers'. Elaborate. 6
3. Explain the stages of a Product Life Cycle using a diagram. Discuss how marketing strategies change during the product life cycle. 10
4. Explain the Contemporary Models of Consumer Behaviour. 10



5. a) What are the different types of Distribution Channels in International Marketing ? 4
 - b) What is a Perceptual Map ? What are its applications ? 6
 6. What do you understand by the term 'International Marketing' ? Elucidate the reasons and motivations underlying international marketing. 10
 7. What is Marketing Research ? What is the significance and limitations of Marketing Research ? 10
 8. What are the different scaling techniques used in Marketing Research ? 10
 9. What is Cluster Analysis ? Explain the approaches of clustering. 10
 10. What are the different methods of measuring Brand Equity ? 10
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