

VIVEKANANDHA COLLOEGE FOR WOMEN
UNJANAI
DEPARTMENT OF COMMERCE (CA)
MARKETING MANAGEMENT
I M.Com (CA) - First Semester

Time: 3 Hrs

Max: 75 Marks

SECTION-A

Answer all the questions

(5x5=25)

1. a) Define Marketing. What are the objectives of Marketing?. (or)
b) What are the factors influencing Marketing concept?
2. a) What is product planning? (or)
b) Explain about product mix.
3. a) What are the problems of Buying? (or)
b) Explain the kinds of Buyer.
4. a) Explain the various objectives of pricing. (or)
b) What are the advantages of mail order system?
5. a) What is promotional mix? (or)
b) What are the difference between advertising and salesmanship?

SECTION-B

Answer all the questions

(5x10=50)

6. a) Explain the functions of Marketing. (or)
b) Explain Marketing Mix.
7. a) Explain stages in product life cycle. (or)
b) Explain Functions of Packaging.
8. a) Explain the buying methods. (or)
b) What are the factors influenced in buying decision?
9. a) Explain the factors influencing price determination., (or)
b) Define a channel of distribution. Discuss the factors governing the choice of a particular channel.
10. a) Discuss various forms of promotional activity. (or)
b) What are the advantages of advertising?

Subject Code: 08PCZ01

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SECTION – A (Answer All Questions)

5x5=25 Marks

1. a) What is market? What are the types of market? (OR)
b) Explain the kinds of goods
2. a) Explain the evaluation of marketing. (OR)
b) Explain the utilities of marketing.
3. a) Explain the marketing functions of physical distribution (OR)
b) Explain the role of marketing management
4. a) Distinguish between selling and marketing. (OR)
b) Explain the marketing management responsibilities
5. a) Explain the functional organisation. (OR)
b) What are the needs for environment analysis?

SECTION – B (Answer All Questions)

5X10=50 Marks

6. a) Describe about scope of marketing. (OR)
b) Explain about marketing concept.
7. a) Explain the importance of environmental analysis (OR)
b) State the nature of the marketing environment.
8. a) Discuss the new concept of marketing. (OR)
b) Briefly state the forms of marketing organisation.
9. a) What are all the functions marketing management? (OR)
b) “The present day – marketing is consumer oriented”. Explain its objectives.
10. a) “Marketers can create need”. Do you agree? Give reason (OR)
b) Define marketing mix and explain its methods.