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Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, MAY 2014**

**2.1—MARKETING MANAGEMENT**

(2004 admissions)

Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.*

*Each question carries 2 marks.*

1. What is micro marketing ?
2. What do you mean by positioning errors ?
3. Write a note on above the line promotions.
4. What do you mean by diffusion of innovation ?
5. Write a note on profitability control.

(5 × 2 = 10 marks)

**Part B**

*Answer any four questions.*

*Each question carries 10 marks.*

1. Explain the evolution of marketing concepts with examples.
2. Describe the stages of consumer buying behavior for durables in Indian conditions.
3. Discuss the Product life cycle with examples.
4. What are the issues in channel management in India? Explain.
5. Discuss the relevance of DTH and other media for advertisers with examples.
6. What is marketing control ? How would you ensure the costs are minimized ? Explain.

(4 × 10 = 40 marks)

**Part C**

*Answer any two questions.*

*Each question carries 15 marks.*

1. Discuss the emergence of marketing as a major discipline in management in the Indian context.
2. Evaluate the various pricing strategies for :  
(a) Nissan cars ; (b) Micormax LED TVs ; (c) Samsung mobiles.
3. Compare and contrast between Advertising and Sales promotions.

(2 × 15 = 30 marks)