

M.COM. (Semester – III) (Business Management) Examination, January 2021

COO319 – Marketing Management

Duration: 2 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 Q. No. 2, 3, 4, 5, 6, 7, 8 and 9.

4) **Each** question carries **10 marks**. Figures to the **right** indicate marks.

1. Write a short note on the following: (5 x 2 = 10)
 - a. Factor analysis
 - b. Goods v/s Service marketing
 - c. Exploratory research
 - d. Transnational marketing
 - e. Regression analysis

2. Define Marketing. Discuss the external factors of Marketing environment. 10

3. What is New product development? Explain the various steps involved in the New product development process. 10

4. Define Consumer behaviour? Discuss the various factors influencing the Consumer behaviour. 10

5. What is a Distribution channel? Explain the functions of Distribution channels and the factors governing the choice of Distribution channels. 10

6. Explain the Classical models of Consumer Behaviour? 10

7. What is meant by Marketing research? Explain the various sources of market information for conducting a good marketing research. 10

8. What is International marketing environment? Explain the major decisions taken by the marketer before entering the International market. 10

9. Discuss the various types of Scaling techniques used in marketing research. 10
