

COURSE CODE - 6040301

M.PHIL DEGREE EXAMINATION - JAN 2009

M.PHIL (COMMERCE)

MARKETING MANAGEMENT

(For Candidate admitted from calendar 2007 on wards)

Time: 3 Hours

Max. Marks: 100

Section - A

Answer ALL the Questions:

10 X 3 = 30

1. Define Market?
2. Mention the classification of markets?
3. What are the different kinds of pricing?
4. Define Branding?
5. Define Advertisement?
6. Distinguish between advertising and advertisement?
7. Define Sales Promotion?
8. What is meant by consumer promotion?
9. Define Consumer Behavior?
10. Give the flow chart of buying decision process?

Section - B

Answer any FIVE Questions:

5 X 6 = 30

11. Discuss the major features and objectives of marketing?
12. Illustrate the role of marketing in Economic development?
13. What are the pricing objectives? How to set the Price?
14. Explain the various branding policies?
15. Describe the techniques used in consumer sales promotion?
16. Effectiveness of publicity - Comment?
17. Elucidate the internal and external influences in consumer behavior?
18. What is buying behavior and explain its stages?

Section - C

Answer any TWO Questions:

2 X 20 = 40

19. Discuss briefly the concepts and fundamentals of modern marketing?
20. Explain the various designs of advertising?
21. What are Buying Motives? Explain Buying Behavior Theories?