

**Avinashilingam Institute for Home Science and Higher Education for Women  
(Deemed to be University), Coimbatore – 641 043**

**Master's Degree Examination November – 2018  
Semester – I**

**Class: I M.Com  
Major: Commerce**

**Time: 3Hrs  
Max. Marks: 60**

**17MCOC04 Marketing Management**

**PART – A (10\*1/2=5)**

**Choose the correct answer**

1. It is deliberate attempt to totally kill the demand for goods and services.
  - a. Demarketing
  - b. Counter Marketing
  - c. Synchro Marketing
  - d. Mega Marketing
2. It is the study of human population in terms of size, density, location, age, gender and so on \_\_\_\_\_.
  - a. Demography
  - b. Marketing
  - c. Environment Analysis
  - d. Public Relation
3. The legal version of a brand is \_\_\_\_\_.
  - a. Brand Mark
  - b. Brand Image
  - c. Trade Mark
  - d. Brand Equity
4. \_\_\_\_\_ pricing policy, the high initial price is set to make profit from price in elastic Customers and then successively lowering prices
  - a. Leader
  - b. Skimming
  - c. Penetration
  - d. Differential
5. \_\_\_\_\_ is a organized network or a system to connect producers and consumers
  - a. Advertisement
  - b. A Channel of Distribution
  - c. Salesmanship
  - d. Sales Promotion
6. In \_\_\_\_\_ country, the one price policy is adopted to all buyer
  - a. India
  - b. China
  - c. England
  - d. USA
7. Which of the following is not the future of Industrial goods market \_\_\_\_\_.
  - a. Reciprocal Buying
  - b. Limited Buyers
  - b. Derived Demand
  - d. Small Scale Individual Purchase
8. Cultural factor must include \_\_\_\_\_.
  - a. Beliefs and Attitudes
  - b. Social Class
  - c. Occupation
  - d. Roles and Status
9. "A customer is not the outsider, but a part of our business" told by \_\_\_\_\_.
  - a. Nehru
  - b. Gandhi
  - c. Ambedkar
  - d. Patel
10. Highly involved consumer buying behavior while perceiving significant differences between brands is called \_\_\_\_\_.
  - a. Complex Buying Behavior
  - b. Variety Seeking Buying Behavior
  - c. Dissonance Reducing Buying Behavior
  - d. Habitual Buying Behavior

**Part – B (5\*4=20)**

**Answer all the questions**

**Each answer should not exceed 200 words or one page**

11. a. How do macro environment forces provide opportunities to a company?  
Or  
b. Enumerate the concept of societal marketing.
- 12.a. Explain the various objectives of pricing.  
Or  
b. Describe the characteristics of a good branding.
- 13.a. What are the steps involved in the market planning process?  
Or  
b. What are the various factors that affect the marketing program of a company?
- 14.a. Explain the cultural factors that are influencing the consumers buying nature  
Or  
b. Discuss the Marshallin model of consumer behavior.
15. a. Enumerate in detail about the Government Market  
Or  
b. Bring out the characters of an "Industrial Market"

**Part – C (5\*7=35)**

**Answer all the questions**

**Each answer should not exceed 600 words or three pages**

- 16.a. Describe the role of marketing in the economical development of a nation  
Or  
b. Analyse briefly the various Macro environmental factors affecting the marketing functions.
- 17.a. Explain the various stages of Product Life Cycle  
Or  
b. Examine the effectiveness of various Sales Promotion Tools.
- 18.a. Discuss elaborately the benefits of "marketing segmentation".  
Or  
b. Explain the determinants of successful Product Positioning.
- 19.a. Demonstrate the major factors that influence Consumer Behavior.  
Or  
b. Explain the steps in Consumer decision process.
- 20.a. Discuss the various Marketing strategies adopted by Resellers.  
Or  
b. Evaluate the characteristics of organizational buying process.

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