

**AVINASHILINGAM INSTITUTE FOR HOME SCIENCE AND HIGHER  
EDUCATION FOR WOMEN, COIMBATORE- 43  
MASTER'S DEGREE EXAMINATION – NOVEMBER 2017  
SEMESTER – I**

**CLASS : I PG  
MAJOR: M.com**

**TIME: 3 HOURS  
MAX. MARKS : 60**

**17COCO4-MARKETING MANAGEMENT**

**PART – A**

**(10\*1/2=5)**

**Choose the correct answers:**

1. The exchange that takes place in a society along with the facilitating institutions make up its -----.  
a)marketing system b)marketing environment c)macro environment d) micro environment
2. The practice of discouraging consumers from buying is -----.  
a) de marketing b)meta marketing c) re marketing d) over marketin
3. Which one of the following is not a facilitating function?  
a) buying b) selling c) assembling d) financing
4. The act of sorting out the goods according to the established standards is known as-----  
a)packing b) packaging c) grading d) standardization
5. The motives which prompt the buyer to have a logical analysis of the intended purchase are called-----  
a) rational motives b) patronage motives  
c) rational product motives d) emotional product motives
6. When customers do not have the same intensity of preferences for the attributes, they are called-----  
a) Homogeneous preferences b) diffused preferences  
c)clustered preferences d) differential preferences
7. The psychological feeling about a product that influences a consumer to purchase is -----  
a) symbolic product b) core product c) expected product d) potential product
8. A market structure where only one firm is marketing a particular product or service and there are no close substitutes  
a) Oligopoly b) pure competition c) monopoly d) perfect competition
9. Use of two or more distribution channels to reach the same target market is-----  
a) Intensive distribution b) selective distribution  
c)exclusive distribution d) dual distribution

10. when manufacturers, wholesalers and retailers jointly sponsor and share the expenditure on advertising is known as -----.
- a) Product advertising                      b) primary demand  
c) selective advertising                      d) cooperative advertising

**PART -B**

**(5X4=20 MARKS)**

**Answer the following**

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

11. a) Define Marketing? (OR)  
b) What is Telemarketing?
12. a) What are the various kinds of buying? (OR)  
b) What is market information?
13. a) What is the need for studying consumer behaviour? (OR)  
b) What is market segmentation?
14. a) What do you understand by product mix? (OR)  
b) Explain the various stages of product life cycle
15. a) What is sales promotion? (OR)  
b) Explain the functions of middle men.

**PART -C**

**(5X7=35 MARKS)**

**Answer the following**

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

16. a) Discuss the importance of marketing. (OR)  
b) Explain the modern marketing concepts
17. a) Discuss the various functions of marketing. (OR)  
B) What are the functions of transportation?
18. a) Explain the factors influencing the consumer behaviour. (OR)  
b) Explain the benefits of market segmentation.
19. a) What are the objectives of pricing? (OR)  
b) What are the factors influencing price?
20. a) Explain the advantages of advertising. (OR)  
b) What are the services rendered by retailers?