

Code No.: 8194

Sub. Code: C 13 K

**M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2008.**

First Semester

Commerce

MODERN MARKETING MANAGEMENT

(For those who joined in July 2008 onwards)

Time: Three hours

Maximum : 75 marks

PART A - (10 x 1 = 10 mark)

Answer ALL questions in about 50 words each.

1. What is trade-off?
2. What is product depth?
3. State the need for market segmentation.
4. What is personality of customer?
5. State any two advantages of online marketing.
6. What is social marketing?
7. State any two reasons for retailing.
8. What is retail strategy?
9. Write the importance of innovation in services.
10. What I management of services marketing?

PART B - (5 X 5 = 25 marks)

Answer ALL questions in about 250 words each choosing either (a) or (b).

11. (a) Explain any ix pricing methods.

Or

- (b) Explain the concept of globalised pricing strategy.

12. (a) Explain the influence of group on individual consumer perception.

Or

(b) Discuss the motives of understanding consumer motives.

13. (a) How does electronic technology develop a good marketing relationship?

Or

(b) Differentiate direct marketing from relationship marketing.

14. (a) What are the special characteristics of retailing?

Or

(b) Explain the need for retailing strategy.

15. (a) State the characteristics of services.

Or

(b) How do you have an effective service marketing management?

PART C - (5 X 8 = 40 marks)

Answer ALL questions in about 500 words each choosing either (a) or (b).

16. (a) List out the factors which influence the product decisions.

Or

(b) 'Global strategies are the outcome of global competition'. Elucidate.

17. (a) List out the factors which influence consumer behaviour.

Or

(b) Consumer decision making is highly psychological rather sociological - Elucidate.

18. (a) Suggest measures for maintaining a good CRM.

Or

(b) Under modern marketing CRM is mostly done electronic systems. Elucidate.

19. (a) Bring out the importance of developing and applying retail strategy.

Or

(b) 'Channels of distribution enable to maintain a good retailer and customer relationship' – Elucidate.

20. (a) Discuss the role of marketing mix in service marketing.

Or

(b) 'Effective management of services marketing depends on innovation of services' - Elucidate.