Second Year B.B.M. Degree Examinations

October / November 2014

(Directorate of Distance Education)

COMMERCE

DBB 260: MARKETING MANAGEMENT AND SERVICE MANAGEMENT

Time: 3hrs.] *[Max. Marks: 70/80*

Instructions to candidates:
«zÁ¸ÀªÀðUÀ½UÉ ¸ÀÆZÀ£ÀUÀ¼ÀÄ:

1. *Students who have attended 30 Marks Internal Assessment scheme will have to answer for total of 70 Marks.*
   30 CAPUÀ¼ DAvÀjPÀ ¥ÀæwAiÀÄ rAiÀÄ°è §gÀºÀ «zÁ¸ÀªÀðUÀ¼ÀÄ 70 CAPUÀ¼ ¥ÀæªÀÄUÀ½UÉ Gvj¸ÀÄªÀÄ.
2. *Students who have attended 20 Marks Internal Assessment scheme will have to answer for total of 80 Marks.*
   20 CAPUÀ¼ DAvÀjPÀ ¥ÀæwAiÀÄ rAiÀÄ°è §gÀºÀ «zÁ¸ÀªÀðUÀ¼ÀÄ 80 CAPUÀ¼ ¥ÀæªÀÄUÀ½UÉ Gvj¸ÀÄªÀÄ.

SECTION – A
«¨ÁÚ - J

I. Answer any TWO of the following questions. 5 marks each : 2 x 5 = 10 Marks
AiiÁªÀ¸ÁzÁzgÀÆ JgqÀÄ ¥ÀæªÀÄUÀ½UÉ Gvj¹j. ¸ÀÄ 5 CAPUÀ¼ÀÄ:

1. State the features of Market.
   ªÀiÁgÀÄPÀmÁiÀÄ ®PÀtUÀ¼£ÀÄß w½¹.
2. Distinguish between consumer goods and industrial goods.
   UÀºÀPÀ ¸ÀgPÀÄUÀ¼ÀÄ ºÁUÀÆ PÀ£ÀUÀjPÀ ¸ÀgPÀÄUÀ¼ £ÀqÀªÀ¢ªÀÀ¸ÀvÀÄ¸ÀUÀ¼£ÀÄß UÀÄgÀÄw¹.
3. What is Customer Retention?
   UÀºÀPÀg£ÀÄß »r¢lÄPÀÆ¼ÀÄ«PÉ JAzgÀÃ£ÀÄ?
4. Write a note on Market Positioning.
   ªÀiÁgÀÄPÀmÁiÀÄ ¸ÀÄ£À ¤UÀ¢¥ÀrÀ¸ÀÄ«PÉ §UÉÃ¯ÁÀ¥À¢ §gÀ¬ÄªÀj.

SECTION – B
«¨ÁÚ - ©

II. Answer any THREE of the following questions. 10 marks each: 3 x 10 = 30 Marks
AiiÁªÀ¸ÁzÁzgÀÆ ªÀÄÆgÀÄ ¥ÀæªÀÄUÀ½UÉ Gvj¹j. ¸ÀÄ 10 CAPUÀ¼ÀÄ:

5. What are the essentials of a good package?
   MAzÀÄ ¦ÀÄr PÀlÄ«PÀiÀÄ CªÀ±ÀPÀ CA±ÀUÀ¼ÀÄ AiiÁªÀ¸ÁªÀ¸ÀÄ?
6. Explain the characteristics of services.
   ¸ÀÃªÀUÀ¼ UÀÄt®PÀtUÀ¼£ÀÄß «ªÀj¹.

Contd……2

7. What are the factors influencing on Promotion Mix?
¥ªvð£ «Ä±tz ªÄÄ¯ ¥juÁªÄ ©ÅgÄª CA±U¼ÁªÄªÄ?

8. Explain Hospital Services and Tourism Services.
D¸v ¸ÃªU¼Ä ºÁUÆ ¥ªÄ¸ÆÃzÄªÄ ¸ÃªU¼£Ä «ªj¹.

9. Explain the different types of customers?
««z §UAiÄ UÁºPg£Ä «ªj¹.

SECTION – C
«¨ÁU - ¹

III. ***Answer any TWO of the following questions. 15 marks each:*** 2 x 15 = 30 Marks
AiiÁªÄzÁzgÆ JgqÄ ¥±ÄU½U Gvj¹. v¯Á ***15*** *CAPU¼Ä:*

10. Explain the objectives and process of personal selling.
ªÉÄAiÄQP ªiÁgÁÌz GzÄ±U¼Ä ºÁUÆ ¥ÀQAiÄAiÄ£Ä «ªj¹.

11. Explain different media of Advertising.
eÁ»ÃgÁw£ ««z §UAiÄ ªiÁzÄªÄU¼£Ä «ªj¹.

12. What is a product? Discuss the different stages in new product development.
'ª¸Ä' JAzgÅ£Ä? ºÆ¸ ª¸Ä«£ C©ªÉ¢ÄAiÄ ««z ºAvU¼£Ä «ªj¹.

13. Explain the bases of Market Segmentation.
ªiÁgÁPm «¨d£AiÄ ««z v¼º¢U¼£Ä «ªj¹.

SECTION – D
«¨ÁU – r

Note: Compulsory question for 80 marks scheme only
¸ÆZ£U¼Ä: ***80*** *CAPU¼ ¥±Ä ¥wPU EgÄª PqÁAiÄ ¥±ÄU¼Ä*

Answer any ONE of the following question, 10 marks each: 1 x 10 = 10 Marks
AiiÁªÄzÁzgÆ MAzÄ ¥±ÄU Gvj¹, v¯Á ***10*** *CAPU¼Ä:*

14. What is Pricing? Bring out its importance.
¨¯ ¤zðj¸Ä«P JAzgÅ£Ä? Czg ¥ÁªÄÄRÄvAiÄ£Ä «ªj¹.

15. Discuss the role of information technology in building E – CRM.
E – CRM C©ªÉ¢Ä¥r¸Äª° ªiÁ»w vAveÁ£z ¥Ávª£Ä «ªj¹j.

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