

Third Year B.Com. Degree Examinations

October/November 2014

Directorate of Distance Education

COMMERCE

(DCC280) MARKETING MANAGEMENT

Time: 3 hrs]

[Max.Marks: 70/80

Instructions to Candidates:

1. Students who have attended 30 Marks. IA Scheme will have to answer for total of 70 Marks.
30 CAPUMÁ DAVj PÁ ¥kzvAiÁ° è SgZÁ «zÁyöUMÁ 70 CAPUMÁ ¥kzvUÉ Gvj] ÁªÁzÁ.
2. Students who have attended 20 Marks. IA Scheme will have to answer for total of 80 Marks.
20 CAPUMÁ DAVj PÁ ¥kzvAiÁ° è SgZÁ «zÁyöUMÁ 80 CAPUMÁ ¥kzvUÉ Gvj] ÁªÁzÁ.
3. Note: Q. No. (14 or 15) in Section-D is compulsory for 80 Marks Scheme only.
80 CAPUMÁ 1ª«ÁEPj UÉ «ÁUA-r EP gªªÁ ¥kzv] ASÍ 14 CxPÁ 15 PqÁÁiÁ.

SECTION – A «ÁUA – J

I. Answer any TWO questions. 5 Marks each. 2 X 5 = 10
ÁiÁªÁzÁzjE Jgqª ¥kzvUÉ Gvj] 1. vªÁ 5 CAPUMÁ.

1. Define product. What are the product expectations?
ªÁ ÁU JAZzjÁEÁ?ª ÁÁkEAªj ÁPUMÁEÁ?
2. State the purposes of Sales organisation.
ªÁÁGÁI] ÁWÁ ÉÁiÁ GZª+UMÁEÁ w½¹.
3. Explain the MIS.
MISCÉÁB «ªj 1.
4. What are the advantages of Co-operative marketing?
PÁPÁGªªÁÁGÁPªÁiÁ CÉÁPªEUMÁEÁ «ªj 1.

SECTION – B «ÁUA – ©

II. Answer any THREE questions. 10 Marks each. 3 X 10 = 30
ÁiÁªÁzÁzjEªÁEgª ¥kzvUÉ Gvj] 1. vªÁ 10 CAPUMÁ.

5. Explain the role of MRTPC in curbing the restrictive trade practice.
MRTPC] Á] ÁiÁªªSÖACwªªÁªÁGªªÁ] Á] ÁiÁEÁBªÁiÁAwªªÁªªÁ «zÁEPªEÁB «ªj 1.
6. Explain the procedure of conducting market research.
ªÁÁGÁPªª] ÁªEÁZÉÁiÁ «Cª«zÁEUMÁEÁB «ªj 1.

7. Explain the nature and scope of sales management.
 a) AayAgA a a b o LiaiA UA t PAt a AvAU CzjA a Aa; iAiAEAB < a j 1.
8. Explain the features of Hire purchases and installment purchases system.
 r ArUE Rj AC o AUWE PAVa Rj AC a P A iAiA PAt UMEAB < a j 1.
9. Explain the core concepts of marketing.
 a) AayAgAEAZP AZA a AE o WEVA CA+UMAEAB < a j 1.

SECTION – C < r AUa – 1

III. Answer any TWO questions. 15 Marks each. 2 X 15 = 30
 AiIA a AZAZjWE JgqA y bUWUE Gvj 1. v r A 15 CAPUWA.

10. Define sales promotion. Explain various types of sales promotion technique.
 a) AayAgA y ZAgP EAB a ASAs 1. a) AayAgA y ZAgZl << ZA v AvUWUEAB < a j 1.
11. Define marketing research. State its characteristic features. Write the scope of marketing research.
 a) iAgAPhO , A+FEAZEiAiAEAB a ASAs 1. CzjA UA t PAt UMEAB w 1/2 1. o AUWE a iAgAPhO , A+FEAZEiAiA a Aa; iAiAEAB Sge-Aj.
12. Explain the characteristics of consumer goods.
 S y PZAgjA , j PAUWA UA t PAt UMEAB < a j 1.
13. What are industrial goods? Explain the various types of industrial goods.
 PEUaj PA , j PAUWA AiIA a A A? E a UWA << ZA y BAgUWUEAB < a j 1.

SECTION – D < r AUa – r

Note:- Compulsory question for 80 Marks scheme.
 WEZEE- 80 CAPUWA y b y v r UE Ega a P b A AiA y b UWA.

Answer any ONE of the following questions. 10 Marks each. 1 X 10 = 10
 AiIA a AZAZjWE MAZA y b UE Gvj 1. v r A 10 CAPUWA.

14. Explain the characteristics of agricultural input marketing.
 PAt S y PAiA , j PAUWA a iAgAPhAiA UA t PAt UMEAB < a j 1.
15. Define marketing management. Explain the various functions of marketing management.
 a) iAgAPhO a a b o LiaiAEAB a ASAs 1. o AUWE CzjA PAiA iOUMEAB < a j 1.
