

**S.NO: 22N1- PC**

**Course Code: PGCC**

**A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM**

**(AUTONOMOUS)**

**M. Com Degree Examination**

**I Semester – November – 2022**

**CC III – MARKETING MANAGEMENT**

**Time: 3 hours**

**Maximum Marks: 75**

**Section –A**

**10X2=20**

Answer **ALL** the Questions

1. What is marketing management?
2. Define market.
3. What is consumer behaviour?
4. What is market plan?
5. What is product mix?
6. Define price.
7. What is promotion?
8. What is personal selling?
9. What is meant by channels of distribution?
10. Who is a retailer?

**Section -B**

**5X5=25**

Answer **ALL** the Questions

11. a) Explain in brief about social media marketing.

**(Or)**

b) Analyse about the 4 P's of Marketing mix.

12. a) List out the responsibilities of marketing manager.

**(Or)**

b) Outline about the concept of market segmentation.

13. a) Determine the objectives of pricing.

**(Or)**

b) List out the steps in new product development.

14. a) Explain about the concept of publicity.

**(Or)**

b) List out the objectives of promotion.

15. a) State the importance of distribution.

**(Or)**

b) Explain in brief about the intensity of distribution.

**Section -C**

**3 X 10 = 30**

Answer any **THREE** Questions

16. Elaborate in detail about Evolution of marketing.
17. Explain the factors influencing consumer behaviour.
18. Categorize various stages in Product Life Cycle.
19. Classify the strength and limitations of promotion.
20. Explain the factors to be considered while selecting the distribution channel.

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