



SRN – 03

**M.Com. (Semester – II) Examination, April 2018  
COC-203 : MARKETING MANAGEMENT (OA-18)**

Duration : 3 Hours

Total Marks : 60

- Instructions :** 1) This paper consists of **nine** questions carrying **equal** marks.  
2) Question No. 1 consists of **5 compulsory** questions of **2 marks each**.  
3) Answer **any 5** questions from Question No. 2, 3, 4, 5, 6, 7, 8 and 9.  
4) Figures to the **right** indicate marks.

1. Answer the following questions in brief : (5×2=10)
- a) Explain the concept of customer satisfaction.
  - b) Difference between nominal and ordinal scale.
  - c) Significance of Cronbach's alpha test.
  - d) Anti-dumping in international marketing.
  - e) Significance of Kaiser Meyer Olkin (KMO) test.
2. a) Explain in brief the concept of consumer behaviour. 2  
b) Discuss application of consumer behaviour in marketing. 8
3. Differentiate between sales and marketing. 10
4. Explain with a diagram in detail concept of product life cycle. 10
5. Explain in detail advantages of international marketing. 10
6. Discuss in detail the various internal sources of secondary. 10
7. Explain in detail concept of targeting strategy. 10
8. a) Explain in brief conjoint analysis. 2  
b) Enumerate advantages of conjoint analysis. 8
9. Enumerate various non-tariff barriers used in international 10