



**M.Com. (Semester – II) Examination, April 2016
COC203 – 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 briefly : (5x2=10)
- a) Targeting is the need of Marketing Function. Explain.
 - b) Explain the concept of Consumer Value in Marketing of product.
 - c) What is the significance of Logistic function in marketing ?
 - d) Explain what is Sample Design in Marketing Research.
 - e) Explain what is Ad tracking in Marketing Research.
2. Explain the various components of Marketing Environment. 10
3. a) Elaborate on the nature of International Marketing. 6
b) Explain Promotion Decision of International Marketing. 4
4. Researcher can rely upon only secondary data sources for his/her research work. Do you agree ? If your opinion is not in favour of this statement, what alternative is available ? 10
5. What is Factor Analysis ? When is it proper to use factor analysis as a statistical tool in Marketing Research ? 10
6. a) Explain how Commercial Eye Tracking is of significance in Marketing Research. 5
b) What do you mean by Conjoint Analysis in Product Designing ? 5
7. Explain the Consumer Decision Making Process. 10
8. What are the various channels of distribution available to a Marketer in International Marketing ? 10
9. a) Explain Semantic Differential Scaling in Marketing Research. 5
b) What is Regression Analysis and how is it applied in Marketing Research ? 5