



M.Com. (Semester – II) Examination, April 2015  
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 : (5×2=10)
  - a) Give any two reasons justifying the need for segmentation of markets.
  - b) Why do companies need to study consumer behaviour ?
  - c) What is Conjoint Analysis ?
  - d) State any two demerits of International marketing.
  - e) Mention any two differences between probability and non probability sampling.
2.
  - a) Give any four differences between goods and service marketing. 4
  - b) How is customer satisfaction measured ? 6
3.
  - a) 'Designing a questionnaire is never an easy task'. What are the precautions that need to be considered while designing a questionnaire ? 4
  - b) Discuss the various components of external environment that affect international marketing. 6
4. Explain the stages in New Product Development Process. 10
5. 'Consumer behaviour today emphasis on understanding why and how people buy' In view of this statement elaborate on the factors that influence consumer behaviour. 10

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6. ITC wants to market its paper products in Saudi Arabia and South Africa. However, the marketing manager wants to do a market research to find the possibility of various modes of entry into these two countries. As a marketing intern you are required to help the marketing manager identify these modes of entry. **10**
7. Explain in detail the various sources of collecting data for marketing research. **10**
8. What do you understand by the term 'measurement' ? What are the different scales of measurement and what information is provided by each scale ? **10**
9. What is clustering ? What are the various types of clustering ? **10**

(2x2=10)

4

6

4

6

10

10

P.T.O.