

C 42879

Name.....

Reg. No.....

**SECOND SEMESTER M.Com. DEGREE EXAMINATION, MAY 2013**

**Paper 2.1—MARKETING MANAGEMENT**

(2004 admission onwards)

Time : Three Hours

Maximum : 80 Marks

**Part A**

*Answer all questions.  
Each question carries 2 marks.*

1. What is synchro marketing ?
2. What do you mean by positioning errors ?
3. Write a note on warranty.
4. What do you mean by brand equity ?
5. What is the need for annual plan control ?

(5 × 2 = 10 marks)

**Part B**

*Answer any four questions.  
Each question carries 10 marks.*

6. Explain the marketing concepts with example.
7. Describe the stages of consumer buying behaviour for durables in Indian conditions.
8. "New products actually cannibalise the existing brands"—Discuss with justifications.
9. What are the issues in franchising in India ? Explain.
10. Discuss the relevance of sales promotion tools with examples.
11. What is marketing control ? How would you ensure the costs are minimized ? Explain.

(4 × 10 = 40 marks)

**Part C**

*Answer any two questions.  
Each question carries 15 marks.*

12. Discuss the emergence of marketing post LPG in the Indian context.
13. Evaluate the various pricing strategies for (a) Hybrid cars ;(b) Plasma TVs ; (c) Organic vegetables.
14. Compare and contrast between advertising and sales promotion.

(2 × 15 = 30 marks)