



SA – 748

**II Semester B.Com. Examination, April/May 2015  
(Semester Scheme) (Repeaters) (2012-13 and Onwards)  
COMMERCE**

**Paper – 2.4 : Marketing and Services Management**

Time : 3 Hours

Max. Marks : 100

**Instructions :** Answer should be written **completely** either in **English** or in **Kannada**.

**SECTION – A**

I. Answer **any ten** of the following sub-questions. **Each** sub-question carries **2** marks. **(10×2=20)**

- 1) a) Define marketing.
- b) What is consumer behaviour ?
- c) What is service environment ?
- d) Who is a travel agent ?
- e) State any two features of services.
- f) State any two advantages of test marketing.
- g) Mention stages of product life cycle.
- h) Mention any four advantages of advertising.
- i) What is M-Business ?
- j) What is Branding ?
- k) What is promotion mix ?
- l) What is assembling ?

**SECTION – B**

- II. Answer **any four** of the following questions. **Each** question carries **8** marks. **(4×8=32)**
- 2) Briefly explain the functions of marketing.
  - 3) State any 8 functions of a retailer.
  - 4) Briefly explain the 7 P's of marketing mix in service industry.
  - 5) Explain briefly the concept and nature of educational service.
  - 6) How does technological environment influence marketing ?

P.T.O.



SECTION – C

III. Answer **any three** of the following questions. **Each** question carries **16** marks. **(3×16=48)**

- 7) Explain outdoor advertising with examples.
- 8) Explain the stages in new product development.
- 9) Explain the bases for market segmentation.
- 10) What is promotion ? Explain its significance.