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II Semester B.Com. Examination, May 2016

(Repeaters) (Semester Scheme)

(2012-13 and Onwards)

COMMERCE

Paper – 2.4 : Marketing and Services Management

Time : 3 Hours

Max. Marks : 100

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

SECTION – A

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

1. a) What is Marketing ?
- b) What is market segmentation ?
- c) Define pricing.
- d) Define promotion.
- e) What e-business ?
- f) What is product life cycle ?
- g) Give the meaning of consumer behaviour.
- h) State the 4P's of marketing mix.
- i) What is branding ?
- j) What is service management ?
- k) What is service process ?
- l) Mention any two concept of tourism services.

P.T.O.



SECTION – B

II. Answer **any four** of the following questions. **Each** question carries **8** marks.

(8×4=32)

2. List out any four merits and demerits of e-business.
3. Explain the uncontrollable factors of marketing environment.
4. List out the factors influence on pricing decision.
5. Explain the growth of service sector in India.
6. Briefly explain the concept of health care services.

SECTION – C

III. Answer **any three** of the following questions. **Each** question carries **16** marks.

(3×16=48)

7. Explain the recent development in marketing.
8. Briefly explain the factors which influence on consumer behaviour.
9. Differentiate personal selling and advertising.
10. Explain the nature and significance of educational services.