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**CIH 502**

**III Semester M.Com. (IBM) Degree Examination, December 2018**  
**Choice Based Credit System (CBCS)**  
**COMMERCE**  
**Advanced Marketing Management**

Time : 3 Hours

Max. Marks : 70

**SECTION – A**

**Note** : Answer **any four** questions out of seven, **each** question carries **10** marks, answer to **each** question should **not** exceed **4** pages. **(10×4=40)**

1. What is marketing-mix ? Comment in brief upon its ingredients.
2. Explain the product positioning with examples.
3. Sales forecasting is the basis for all marketing activities – Discuss.
4. Define a channel of distribution. Discuss the importance of different channels.
5. What are the objectives of pricing ? Explain skimming and penetration pricing.
6. Sales-promotion is a link between advertising and personal selling. Discuss.
7. Comment on the rapidly changing marketing environment in India.

**SECTION – B**

**Note** : Answer **any two** questions out of three, **each** question carries **15** marks, answer to **each** question should **not** exceed **7** pages. **(15×2=30)**

8. What are the ingredients of the basic model of buyer behaviour ? Comment on the person-centred factors.
  9. Explain how branding plays an important role in formulation of marketing-mix and marketing strategy.
  10. Define CRM. Discuss its application in sales and marketing.
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