

**VIVEKANANDHA COLLEGE FOR WOMEN  
UNJANAI  
DEPARTMENT OF COMMERCE  
I – M.COM (CA) – I SEMESTER  
MARKETING MANAGEMENT**

**TIME: 3hrs**

**Max Marks: 75 Marks**

**SECTION – A (Answer All Questions)**

**5x5=25 Marks**

1. a) What is market? What are the types of market? (OR)  
b) Explain the kinds of goods
2. a) Explain the evaluation of marketing. (OR)  
b) Explain the utilities of marketing.
3. a) Explain the marketing functions of physical distribution (OR)  
b) Explain the role of marketing management
4. a) Distinguish between selling and marketing. (OR)  
b) Explain the marketing management responsibilities
5. a) Explain the functional organisation. (OR)  
b) What are the needs for environment analysis?

**SECTION – B (Answer All Questions)**

**5X10=50 Marks**

6. a) Describe about scope of marketing. (OR)  
b) Explain about marketing concept.
7. a) Explain the importance of environmental analysis (OR)  
b) State the nature of the marketing environment.
8. a) Discuss the new concept of marketing. (OR)  
b) Briefly state the forms of marketing organisation.
9. a) What are all the functions marketing management? (OR)  
b) “The present day – marketing is consumer oriented”. Explain its objectives.
10. a) “Marketers can create need”. Do you agree? Give reason (OR)  
b) Define marketing mix and explain its methods.

