

**M.Com 1st Semester Examination, 2020**  
**(Old Syllabus)**  
**Subject: Commerce**  
**Marketing Management**  
**(Paper: COM105)**

**Time: 2 Hours**

**Full Marks: 40**

**Module I**

**Answer any two questions**

**10X2= 20**

1. Briefly discuss the distinguishing features of the concept of marketing. 10
2. Discuss the various stages of the product life cycle of an usually successful product with an appropriate diagram . 10
3. Discuss various theories relating to buyer behavior. 10

**Module II**

**Answer any two questions**

**10X2= 20**

4. Write short notes on:
  - a) Skimming Pricing
  - b) Penetration Pricing. (5+5)
5. Briefly state the features of service marketing. 10
6. Write a note on any one:
  - a) Vertical Marketing System
  - b) Channel Behavior. 10

**Answers to be sent to : [marketingmanagementdde@gmail.com](mailto:marketingmanagementdde@gmail.com)**