I Semester B.C.L.S./B.Com./B.C.S.P./B.C.T.T.
Examination, December 2018
(CBCS Scheme)
COMMERCE
Marketing and Services Management

Time: 3 Hours
Max. Marks: 70

**Instruction**: Answers should be either in English or Kannada.

**SECTION – A**

1. Answer any five of the following sub-questions. Each sub-question carries two marks. (5x2=10)

   a) What is product planning?

   b) What is reference group?

   c) Define Marketing.

   d) Give the meaning of Tele-marketing.

   e) List four P's of marketing mix.

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P.T.O.
f) Who is a travel agent?

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Answer any three of the following questions. Each question carries 
fourteen marks.

7. Define Pricing. Explain the different methods of pricing.

8. Define Service. Explain the various types of Services.

9. Elaborate the various approaches in the study of marketing.

10. Explain the factors responsible for the growth of service sector in India.

11. Explain the factors influencing on consumer behaviour.
I Semester B.Com. Examination, Nov./Dec. 2018  
(CBCS) (F + R) (2014-15 and Onwards)  
COMMERCE  
Paper – 1.5 : Marketing and Services Management  

Time : 3 Hours  
Max. Marks : 70  

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

SECTION – A  

1. Answer **any five** of the following sub-questions. **Each** sub-question carries **two** marks.  
   
   (5x2=10)  
   
   a) What is tele-marketing ?  
   b) Give the meaning of retailing.  
   c) State the meaning of consumer behaviour.  
   d) What do you mean by psychological pricing ?  
   e) What is meant by physical distribution ?  
   f) State any four components of service marketing mix.  
   g) Define tourism.  

SECTION – B  

Answer **any three** of the following questions. **Each** question carries **six** marks.  
   
   (3x6=18)  
   
   2. State any six goals of marketing.  
   3. Explain briefly the personal factors of consumer behaviour.  
   4. Explain briefly the stages in the product development.  
   5. Briefly explain the steps in building a service blue print.  
   6. State the significance of health care services.  

P.T.O.
SECTION – C

Answer any three of the following questions. Each question carries fourteen marks. (3 \times 14 = 42)

7. Briefly explain the recent trends in marketing.

8. Explain the bases of market segmentation.

9. Explain briefly the various channels of distribution.

10. Discuss the different types of services.

11. Discuss the marketing mix of educational services.
I Semester B.Com. Examination, November/December 2017
(CBCS) (F+R) (2014-15 and Onwards)
COMMERCE
1.5 : Marketing and Services Management

Time : 3 Hours
Max. Marks : 70

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

SECTION – A

1. Answer any five sub-questions. Each sub-question carries two marks. (5x2=10)
   a) What is market?
   b) What is green marketing?
   c) What is market segmentation?
   d) What is consumer behaviour?
   e) Give the meaning of product.
   f) What is service market?
   g) What is tourism marketing?

SECTION – B

Answer any three questions. Each question carries six marks. (3x6=18)

2. State any six characteristics of marketing.

3. Explain the models of e-business.

4. Explain the objectives of pricing.

5. State the essentials of good brand.

6. Describe the service process.
SECTION - C

Answer any three questions. Each question carries fourteen marks. (3x14=42)

7. Explain the functions of marketing.

8. Explain the bases for market segmentation.

9. Explain the stages involved in new product development.

10. Define services. Explain the characteristics of services.

11. Explain the characteristics and economic significance of tourism.

1. (a) व्यापारीक विज्ञानातून स्वाहित व्यवसायिक विज्ञान - (5x2=10)
   a) किमी विज्ञानातून स्वाहित व्यवसायिक विज्ञान?
   b) किमी विज्ञानातून स्वाहित व्यवसायिक विज्ञान?
   c) किमी विज्ञानातून स्वाहित व्यवसायिक विज्ञान?
   d) किमी विज्ञानातून स्वाहित व्यवसायिक विज्ञान?
   e) किमी विज्ञानातून स्वाहित व्यवसायिक विज्ञान?
   f) किमी विज्ञानातून स्वाहित व्यवसायिक विज्ञान?
   g) किमी विज्ञानातून स्वाहित व्यवसायिक विज्ञान?

2. (3x6=18)

2. व्यापारीक विज्ञानातून स्वाहित व्यवसायिक विज्ञान -

3. व्यापारीक विज्ञानातून स्वाहित व्यवसायिक विज्ञान -
4. ಮಾಡಿಕೊಂಡ ಸ್ಥಳವನ್ನು ಮಾದರಿ.
5. ಸೂಕ್ಷ್ಮ ಸುತ್ತುವರೆ ನೇತರು ಅಂದ.
6. ಸ್ಥಳವನ್ನು ಸುರೂಪವಾಹಿಯಾಗಿ ಹಿಡಿಸಿ.

ಸಂಹಿತೇ-2

ಕೊನ್ನಿಗೆ ಕೇಂದ್ರಾತ್ಮಕವೇ ವಿದ್ಯಾರ್ಥಿಯರು ಸಹೋದರರು. ಹಿಡಿದಾಗ 14 ಐದು ಕಂಡುಹಿಡಿಯಾಗಿರುವ ಮತ್ತು 3×14=42 ಅನುಮಾನ.

7. ಸಂಬಂಧಿಸಿದ ಸೇವೆಗಳನ್ನು ಮಾದರಿ.
8. ಸಂಬಂಧಿಸಿದ ಪಾತ್ರೆಯಾಗೆ ಸರ್ವಸ್ಥವನ್ನು ಮಾದರಿ.
9. ಕೇಂದ್ರಾತ್ಮಕವೇ ಸೋಜಾಗಿ ಸೇವೆಗಳನ್ನು ಮಾದರಿ.
10. 'ಸಂಬಂಧಿಸಿದ' ಸಾರ್ವತ್ರಿಕ ಅನುಗುಣ. ಸೇವೆಗಳನ್ನು ಮಾದರಿ.
11. ಸುತ್ತುವರೆ ನೇತರು ಸಹೋದರರು ಮತ್ತು ಸರ್ವತ್ರಿಕ ಸೂಕ್ಷ್ಮವಾಹಿಗಳನ್ನು ಹಿಡಿಸಿ.
1. a) What is market?
   
   b) What is consumer behaviour?

   c) Write any two elements of marketing-mix.

   d) What is service-mix?

   e) Who is a Travel Agent?

   f) Write any two models of E-Business.

   g) Expand the following:

      a) FCI
      b) PDS
SECTION – B

Answer any three of the following questions. Each question carries six marks. (3 x 6 = 18)

2. State any six objectives of Marketing.

3. Explain the stages in product development.

4. Describe the services process.

5. Explain the promotion-mix.

6. What are the essentials of a good qualities of a salesman?

SECTION – C

Answer any three of the following questions. Each question carries fourteen marks. (3 x 14 = 42)

7. Explain the approaches to the study of Marketing.

8. What are external macro environmental forces? Explain.

9. What is product planning? Describe the factors influencing product planning.

10. Explain briefly, the significance of Tourism.

11. Explain different types of services.
I Semester B.Com. Examination, Nov./Dec. 2015
COMMERCE
(CBCS) (F+R) (2014-15 and Onwards)
1.5 : Marketing and Services Management

Time : 3 Hours
Max. Marks : 70

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

SECTION – A

Answer any five of the following sub-questions. Each question carries two marks:

(5×2=10)

1. a) What is a Market?
   ಮಾರ್ಕೆಟ್

   b) What is meant by Relationship Marketing?
   ಸಂಪರ್ಕವು ಮತ್ತು ಸಂಸ್ಖ್ಯೆಗಳ ಮೇಲೆ ಸಾಧನ?

   c) Give the meaning of ‘Marketing Environment’.
   ಮಾರ್ಕೆಟ್

   d) What is Product-Mix?
   ಪಾಕಾಯಣ ಮೇಲಿಗಳ?

   e) What is Service Mix?
   ಸೇವೆ ಮೇಲಿಗಳ?

   f) What is meant by Market Segmentation?
   ಮಾರ್ಕೆಟ್

   g) What is Social Marketing Concept?
   ಸೊциальн ಮಾರ್ಕೆಟಿಂಗ್ ಸಸ್ತನ

SECTION – B

Answer any three of the following questions. Each question carries six marks:

(3×6=18)

2. What are the requisites of sound market segmentation?
   ಸಾಧ್ಯತೆಗಳ ಮಾರ್ಕೆಟ್

3. Distinguish between advertising and personal selling.
   ಲಾಭೋದ್ದೇಶವನು ಪ್ರಕಟಿಸುವ ಹೆಸರು ಮತ್ತು ವಿದ್ಯುತ್ ತಿಳಿಸುವ ತಿಳಿ

P.T.O.
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4. Describe the Service Process.

5. Explain the impact of socio-cultural environment on marketing decisions.

6. Write short notes on ‘Selling Concept’ and ‘Marketing Concept’.

SECTION – C

Answer any three of the following questions. Each question carries fourteen marks:


8. Explain the different types of services.


10. What is promotion? Explain its significance.

11. Explain the approaches to the study of marketing.
I Semester B.Com. Examination, Nov./Dec. 2015
COMMERCE
(CBCS) (F+R) (2014-15 and Onwards)
1.5 : Marketing and Services Management

Time : 3 Hours
Max. Marks : 70

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

SECTION – A

Answer any five of the following sub-questions. Each question carries two marks:

1. a) What is a Market?
   ಸಂವಿಧಾಯಕ, ಸಂಬಂಧದ ಪ್ರತಿಬಿಂಬ?

   b) What is meant by Relationship Marketing?
   ಸಂಬಂಧದ ಪ್ರತಿಬಿಂಬಕ್ಕೆ ಅರ್ಥದಲ್ಲಿ ಎನ್ನಲಾಗುತೊಂದು?

   c) Give the meaning of ‘Marketing Environment’.
   ‘ಮಾರ್ಕೆಟ್ಙಜಾಲದ ಪ್ರತಿಬಿಂಬ’ಯನ್ನು ಕರೆಯಲಾಗುತೊಂದು.

   d) What is Product-Mix?
   ಪ್ರದರ್ಶನ, ಪರಮಾಣು ಸಂಬಂಧದ ಪ್ರತಿಬಿಂಬ?

   e) What is Service Mix?
   ನೌಕು, ಸೇವೆ ಸಂಬಂಧದ ಪ್ರತಿಬಿಂಬ?

   f) What is meant by Market Segmentation?
   ಸಂವಿಧಾಯಕ, ಭಾಗವಿಭಾಗಗಳ ಪ್ರತಿಬಿಂಬಕ್ಕೆ ಅರ್ಥದಲ್ಲಿ ಎನ್ನಲಾಗುತೊಂದು?

   g) What is Social Marketing Concept?
   ಸಂವಿಧಾಯಕ, ಸಾಮಾಜಿಕ ಪ್ರತಿಬಿಂಬಕ್ಕೆ ಅರ್ಥದಲ್ಲಿ ಎನ್ನಲಾಗುತೊಂದು?

SECTION – B

Answer any three of the following questions. Each question carries six marks:

2. What are the requisites of sound market segmentation?
   ಸಂವಿಧಾಯಕ, ಭಾಗವಿಭಾಗಗಳ ಸಾಮರ್ಥ್ಯದ ಪ್ರತಿಬಿಂಬಕ್ಕೆ ಅರ್ಥದಲ್ಲಿ ಎನ್ನಲಾಗುತೊಂದು?

3. Distinguish between advertising and personal selling.
   ಪ್ರದರ್ಶನ, ಪ್ರದರ್ಶನದ ಸಾಮರ್ಥ್ಯದ ಪ್ರತಿಬಿಂಬಕ್ಕೆ ಹೊಂದಿರುವ ವೈಸ್ತೇಢಿತೆ.
4. Describe the Service Process.

5. Explain the impact of socio-cultural environment on marketing decisions.

6. Write short notes on 'Selling Concept' and 'Marketing Concept'.

SECTION C

Answer any three of the following questions. Each question carries fourteen marks:


8. Explain the different types of services.


10. What is promotion? Explain its significance.

11. Explain the approaches to the study of marketing.
(CBCS) (Freshers)(2014-15 & Onwards)
COMMERCE
1.5 Marketing and Service Management

Time : 3 Hours
Max. Marks : 70

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

**SECTION – A**

Answer any five of the following questions. Each question carries two marks.

(5x2=10)

1. a) What is Relationship Marketing?

b) State any two components of political environment.

c) Define Consumer Behaviour.

d) What is Branding?

e) Define Service.

f) Who is a Travel Agent?

g) Define Marketing.

P.T.O.
SECTION – B

Answer any three of the following questions. Each question carries six marks. (3×6=18)

2. State any six objectives of Marketing.

3. How does Technological Environment influence Marketing?

4. Briefly explain the various stages in product development.

5. State the merits of Personal Selling.

6. Differentiate between Products and Services.

SECTION – C

Answer any three of the following questions. Each question carries fourteen marks. (3×14 = 42)

7. Explain the functions of Marketing.

8. Explain the basis for Market Segmentation.


10. Explain the factors responsible for the growth of service sector in India.

11. What is Promotion? Explain its significance.