

APRIL 2017

65160/KDA2C

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. Define marketing management.
2. What is the modern marketing system?
3. What are the elements of marketing strategic?
4. Explain the marketing planning process.
5. Write short notes on:
 - (a) Marketing organisation
 - (b) Mutual fund.
6. What is financial services?
7. What is mean-by term market structure?
8. State the basic determinants of recruitment.
9. What is 'process' in service marketing?
10. Define CRM.

J. M. Com. Marketing of Services.

11. What are the recent trends in services distribution?

12. What are the types of marketing mix?

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

13. Explain the concept of marketing mix and describe various factors that determine it.

14. Distinguish between marketing and marketing concept.

15. What are the scope of financial marketing implications?

16. What are the marketing functions?

17. What are the components of the marketing planning?

18. Define marketing management and explain its functions.

19. What are the various kinds of segmentations?

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions each in 500 words.

20. Clearly explain the significance of marketing of insurance.

21. What are the recent trends in service distribution?

22. Explain the professional services sales service.

23. What are the objectives of communication consultancy?

24. Explain the marketing mutual fund.

25. What are the marketing strategies for service firms?