



SB-3413

M. Com. (Part - II) Examination

March / April – 2011

Marketing Channels : Paper - VI

(New Course)

Time : Hours]

[Total Marks :

Instructions :

(1)

नीचे दशांशवले निशानीवाणी विगतो उत्तरवडी पर अवश्य लपवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
<input type="text" value="M. COM. (Part - 2)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="Marketing Channels-6 (New)"/>	<input type="text"/>
Subject Code No. : <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="1"/> <input type="text" value="3"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="Nil"/>	

- (2) All the questions are compulsory.
(3) Figures to the right indicate marks for each question.

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|-----------|---|----|
| 1 | What is meant by channel systems? What is the importance and role played by Information Highway channels? | 12 |
| OR | | |
| 1 | What are the different service sector channels? What are the different functions performed by them ? | 12 |
| 2 | Give the various ways in which a channel member can be evaluated and motivated. | 12 |
| OR | | |
| 2 | What do you mean by channel design ? What are its objectives and what are the constraint faced in channel designing ? | 12 |
| 3 | What do you mean by Vertical and Horizontal Marketing Systems ? How does it differs from multi-marketing System ? | 12 |
| OR | | |
| 3 | What do you mean by channel conflict co-operation and competetion. | 12 |

- 4 What are the different steps involved in designing communication message and selecting communication channels. 12
- OR**
- 4 Explain the process of establishing the total marketing communication Budgets. 12
- 5 Explain the various ways of managing integrated marketing communication process. 12
- OR**
- 5 Explain the growth of direct marketing and its benefits. Explain the major channels for direct marketing. 12
- 6 Write short notes : (any two) 10
- (1) Marketing Communication mix
 - (2) Promotional tools
 - (3) Multi-channel marketing system.
 - (4) Legal and ethical issues involved in marketing channel relations.
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