



SB-3419

M. Com. (Part - II) Examination

March / April - 2011

Marketing Channels : Paper - VI
(Old Course)

Time : Hours]

[Total Marks : 70

Instructions :

(1)

नीचे दशांशके निशानीवाणी विगतो उत्तरवडी पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/>
← M. COM. (PART - 2)	<input type="text"/>
Name of the Subject :	<input type="text"/>
← MARKETING CHANNELS - 6 (OLD)	<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="9"/>	← Section No. (1, 2.....) : <input type="text" value="NIL"/>
	Student's Signature

(2) All the questions are compulsory.

(3) Figures to right indicate marks for each question.

1 What do you mean by marketing channels ? What are the different functions performed by them ? 12

OR

1 Explain the communication process. How can you develop effective communication and identify the target audience? 12

2 How can you determine the communication objectives ? What factors should be considered to select the communication channels and designing the message? 12

OR

2 What do you mean by vertical marketing system and horizontal marketing system. How do they differ from multi-channel marketing system ? 12

3 What do you mean by conflict, cooperation and competition? Explain the legal and ethical values in using channel relations. 12

OR

3 How can you measure the communication results and what are the different factors affecting marketing communication mix ? 12

- 4 How do you select the channel members as a Marketing Manager ? How will you evaluate their performance, explain with the help of an example. 12

OR

- 4 How a Marketing Manager can identify major channel alternatives ? Discuss what criteria are needed to be used for evaluating these alternatives. 12

- 5 What is the importance of channels in marketing of your products and services ? Explain giving examples of the levels of these channels for consumers and industrial marketing. 12

OR

- 5 What do you understand by channel dynamics and explain the various channels used in service sectors. 12

- 6 Write short notes : (any two) 10

- (1) Advertising versus sales promotion
 - (2) Analyzing customer derived service output levels
 - (3) Any one channel approach
 - (4) Promotional tools of marketing communication.
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