



SC-3398

M. Com. (Part - I) (Sem. II) Examination

April / May - 2011

General Marketing : Paper - IV

Time : 3 Hours]

[Total Marks : 70

**Instruction :**

(1)

नीचे दृष्टावेक निशानीवाणी विगतो उतरवडी पर अवश्य लपवी.  
Fillup strictly the details of signs on your answer book.

Name of the Examination :  
M. Com. (Part - 1) (Sem. 2)

Name of the Subject :  
General Marketing : Paper - 4

Subject Code No. : 3 3 9 8 Section No. (1, 2,.....): Nil

Seat No. :

Student's Signature

(2) As per the instruction No. 1 of page No. 1.

(3) All question carry equal marks.

1 What do you mean by distribution ?

OR

1 Explain distribution channel intermediaries. Explain various channel marketing decisions.

2 Explain the scope of E-marketing.

OR

2 Explain the typical problem encountered in Rural Marketing.

3 Explain the Retailing and wholeselling.

OR

3 Explain the E-marketing objectives.

4 Explain the types of distribution channels.

OR

4 Explain the social, legal and ethical aspects of marketing.

5 Write short notes on : (any two)

(i) Cyber marketing

(ii) Relationship marketing

(iii) Green marketing.