E 7496 (Pages : 3) Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2017

Third Semester

Core 7—MARKETING MANAGEMENT

(Common for Model I, Model II and UGC Sponsored B.Com Degree Programmes)

(2013 Admission onwards)

Time : Three Hours Maximum Marks : 80

Part A (Short Answer Questions)

Answer **all** *questions.*
Each question carries 1 *mark.*

1. What is Marketing ?
2. Define Consumer Behaviour.
3. What is market segmentation ?
4. What are marketing concepts ?
5. What do you mean by Direct Marketing ?
6. Define branding.
7. What is skimming pricing ?
8. Define Product Planning.
9. What is Marketing Management ?
10. Who is a wholesaler ?

(10 × 1 = 10)

Part B (Brief Answers)

Answer any **eight** *questions.*
Each question carries 2 *marks.*

11. Give any *two* points of advantages of modern concept of marketing.
12. Explain the stages in buying process.
13. What is trade mark ? What are its features ?

Turn over

4. How will you measure customer satisfaction ?

5. What are the functions of packages ?

6. List out the various stages of price determination process.

7. Who are street traders ?

8. What do you mean by channels of distribution ?

9. What is relationship marketing ?

0. What are the features of good brand ?

1. Explain the elements of social marketing.

2. Give reasons of product failure.

(8 × 2 = 16)

Part C (Short Essays)

Answer any **six** *questions.*
Each question carries 4 *marks.*

3. Explain the basic policies recognised for pricing.

4. What is buying motives ? How are they influences ?

5. Explain the importance of packaging.

6. Distinguish between market segmentation and market targeting.

7. What is non-price competition ?

8. Examine the factors that shall be considered in the selection of distribution channels.

9. What are the phases of logistic management ?

0. What are the strategies for pricing new products ?

1. What are facilitating functions ?

(6 × 4 = 24)

Part D (Long Essays)

Answer any **two** *questions.*

Each question carries 15 *marks.*

32. What are the criteria to be followed for market segmentation ?

33. Discuss the functions of marketing.

34. Describe various kinds of pricing.

35. What do you mean by PLC ? Discuss how it is related to the different stages of market development.

(2 × 15 = 30)