

16U239

(Pages:2)

Name.....

Reg. No.....

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY-2017

(Regular/Supplementary/Improvement)

(CUCBCSS – UG)

CC15U BC2 C02 – MARKETING MANAGEMENT

(Complementary Course : Commerce)

(2015 Admission Onwards)

Time: Three Hours

Maximum: 80 Marks

PART- A

(Answer *all* questions. Each question carries **one** mark)

I. Choose the most appropriate answer from the alternatives given in brackets.

1. Marketing is
(a)goal oriented (b) social process
(c) exchange process (d) all of these
2. Which of the following is not a level of market segment?
(a)Segment marketing (b) target marketing
(c) niche marketing (d) local marketing
3. Which of the following is not a sales promotion tool?
(a)advertisement (b) discount
(c) dealer contest (d) consumer contest
4. Which of the following is not an element of service marketing mix?
(a)People (b) packaging
(c) process (d) physical evidence
5. Which of the following is against marketing concept?
(a)Social marketing (b) de-marketing
(c) niche marketing (d) none of these

II. Fill in the blanks.

6. Concept of marketing mix was introduced by -----
7. The process of creating an image among targeted customers is -----
8. The common method used for pricing is called -----
9. The theme of an ad message is known as -----
10. The advertisement through graphic links placed on a web page is called -----

(10x1=10 Marks)

PART- B

(Answer any **eight** questions. Each question carries **two** marks.)

11. What is bullion market?
12. Define marketing process.
13. What is concentrated marketing?
14. Define sales promotion.
15. What are buying motives?
16. What is kiosk marketing?
17. What is green marketing?
18. What is digital marketing?
19. What are pop-ups?
20. What are price packs?

(8x2=16 Marks)

PART- C

(Answer any **six** questions. Each question carries **four** marks.)

21. Explain the modern concept of marketing.
22. Explain the importance of studying consumer behavior in marketing.
23. What are the techniques of product positioning?
24. Explain the advantages of branding.
25. Distinguish between couponing and sampling.
26. Explain the recent trends in channels of distribution?
27. Explain alternate e-payment systems.
28. Distinguish between product marketing and service marketing.

(6x4=24 Marks)

PART- D

(Answer any **two** questions. Each question carries **fifteen** marks.)

29. Discuss the various methods of market segmentation.
30. Define product life cycle. Discuss the various phases of product life cycle.
31. Explain the procedure for purchases over the internet.

(2x15=30 Marks)
