

17U258

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Name.....

Reg. No.....

**SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2018**

(Supplementary/Improvement)

(CUCBCSS – UG)

(Complementary Course: Commerce)

**CC15U BC2 C02 / CC16U BC2 C02 – MARKETING MANAGEMENT**

(2015, 2016 Admissions)

Time: Three Hours

Maximum: 80 Marks

**Part A**

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

(A) Choose the correct answer:

1. A person who purchases a product or service either for his own consumption or for others is called .....
- a. Consumer                      b. Buyer                      c. Customer                      d. None of these
2. The set of all the products a firm made available to consumers buy is called....
- a. Product line                      b. Product mix                      c. Product category.                      d. None of these.
3. The discount offered to buyers for their prompt bill payment is called.....
- a. Subsidy                      b. Trade discount                      c. Cash discount                      d. None of these
4. The marketing of products that are regarded to be safe for the environment is called .....
- a. Green marketing                      b. Social marketing                      c. Test marketing                      d. Branding
5. Paid form of mass communication and can be traced to an identified sponsor is called
- a. Personal selling                      b. advertising                      c. Public relation                      d. None of these

(B) Fill in the Blanks:

6. Goods for use in the production of other goods or for some business or institutional purposes are called .....
7. The act of creating an image about a product or brand in the consumers mind is known as .....
8. .... involves planning, implementing and controlling the physical flow of materials, and final goods from the point of origin of use to meet customer needs at a profit.
9. .... refers to the high initial price charged when a new product is introduced in the market.
10. Digital cash is based on cryptographic systems called .....

**(10 x 1 = 10 Marks)**

### **Part B**

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

11. What is Marketing Mix?
12. What do you mean by Market segmentation?
13. What is Product positioning?
14. What is Product simplification?
15. What is Brand loyalty?
16. Define Price.
17. Who is a wholesaler?
18. What do you mean by Sales promotion?
19. Define Rural marketing.
20. What is E-marketing? **(8 x 2 = 16 Marks)**

### **Part C**

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

21. Explain the types of consumer behavior.
22. What are the steps in Target Marketing?
23. Explain the stages of new product development.
24. What are the factors influencing pricing decision?
25. Explain the functions of retailers.
26. What are the factors to be considered while selecting a promotion mix?
27. Write a short note on the benefits of E-marketing.
28. What are the security issues in internet based transactions? **(6 x 4 = 24 Marks)**

### **Part D**

Answer any *two* questions. Each question carries 15 marks.

29. Discuss the determinants of consumer behavior.
30. Explain the stages of product life cycle.
31. Explain the emerging trends in Internet Marketing. **(2 x 15 = 30 Marks)**

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