

SECOND SEMESTER B.Com. DEGREE EXAMINATION, JUNE 2016

(CUCBCSS – UG)

(Complementary Course : Commerce)

CC15U BC2 C02 – Marketing Management

(2015 Admission)

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. Who has introduced the concept of market segmentation?

(a) Rosser Reeves (b) N.H. Borden (c) W.R. Smith (d) None of them

2. The only revenue producing element in marketing mix is

(a) Product (b) price (c) place (d) promotion

3. The price reduction given for prompt bill payment is called

(a) Trade discount (b) cash discount (c) seasonal discount

(d) quantity discount

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 not an e-marketing tool?

(a) i-radio (b) mobile phone (c) i-kiosks (d) cinema

II. Fill in the blanks.

6. Modern marketing begins and ends with the -----

7. Target pricing is also called -----

8. Promotion mix has ----- elements.

9. Printed salesmanship is -----

10. Relationship marketing aims at -----

(10x1=10)

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

11. What is capital market?

12. Define marketing concept.

13. What are buying motives?
14. Define product positioning
15. What is brand loyalty?
16. What is direct marketing?
17. What are price packs?
18. Define rural markets.
19. What is search engine marketing?
20. What is Cognitive dissonance?

(8x2=16)

PART- C

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

21. Discuss the scope of marketing.
22. Distinguish between consumer behavior and buyer behavior.
23. What are the qualities of a good salesman?
24. Explain the recent trends in channels of distribution.
25. Discuss the various kinds of sales promotion.
26. Distinguish between product marketing and service marketing?
27. Discuss the tools of economies-marketing.
28. Explain alternate e-payment systems.

(6x4=24)

PART- D

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

29. Define market segmentation. What is its importance? Explain the various steps involved in market segmentation.
30. Enumerate the various channels of distribution that can be adopted by a multinational FMCG company in India.
31. Discuss the factors to be considered in developing a consumer promotion programme for the Indian youth.

(2x15=30)
