

19U359

(Pages: 2)

Name:

Reg. No.....

THIRD SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV 2020

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17U BCP3 B12 - MARKETING MANAGEMENT

(Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part - A

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

A. Choose the correct answer:

1. Marketing Management is the ----- of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.
a) Art b) Science c) Art and science d) None of the above
2. Marketing people market following entities:
a) Goods b) Services c) Experiences d) All of the above
3. At a fast-food restaurant, what is marketed?
a) Goods b) Service c) a & b d) None of the above
4. Consumer behavior consist of all human ----- that go in making purchase decisions
a) Behaviour b) Code of conduct c) Character d) Tradition
5. The product is a bundle of ----- that a customer buys
a) Features b) Preferences c) Satisfaction d) Conveniences

B. Fill in the blanks:

6. Prices are kept very high in ----- pricing policy
7. ----- involves movement of products from producers to end users
8. ----- is how a brand is perceived by the customers in its totality
9. Promotion is an element of -----
10. The main objective of ----- is to attract customers

(10 x 1 = 10 Marks)

Part - B (Short Answer Questions)

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

11. What is a brand?
12. Who is a C&F agent?
13. What is PLC?
14. Define marketing environment.
15. What is green marketing?
16. What do you mean by Marketing mix?
17. What is a product line?
18. What do you mean by trading up?
19. What is brand loyalty?
20. What do you mean by buyer behavior?

(8 x 2 = 16 Marks)

Part - C (Short Essay Questions)

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

21. Differentiate product marketing with services marketing
22. For a marketer, why is it important to know the consumer behavior?
23. Briefly explain the demographic basis of market segmentation.
24. Explain the Product Mix decisions in brief.
25. What are the factors that lead to the new product development?
26. Briefly explain the functions of packaging.
27. What are the benefits of skimming pricing?
28. What is the importance of physical distribution?

(6 x 4 = 24 Marks)

Part - D (Essay Questions)

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

29. Give a detailed account of the factors that influence consumers buying behavior.
30. Explain the various methods used by marketers now a days to communicate with customers with the features, merits and demerits of each.
31. Explain in detail the various environmental factors that influence the marketing function.

(2 x 15 = 30 Marks)
