

19U220

(Pages: 2)

Name :

Reg.No :

SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2020

(CBCSS - UG)

CC19U BCM2 C03 : MARKETING MANAGMENT

(Commerce - Complementary)

(2019 Admission - Regular)

Time: 2.5 Hrs

Max. Marks: 80

Credit: 4

Section - A

I. Short answer questions. Each question carries 2 marks.

1. What is Mass Marketing?
2. Explain the term disintermediation.
3. Explain any 2 advantages of PLC concept?
4. Explain the advantages of brand equity?
5. Name different positioning strategies?
6. Define Distribution.
7. What do you mean by direct selling?
8. What are the objectives of promotion?
9. Define publicity.
10. What is market testing?
11. Explain interactive marketing.
12. What is a banner?
13. Write any two qualities of a good e payment system.
14. What is E commerce business model?
15. What is data alteration?

(Ceiling: 25 Marks)

Section - B

II. Paragraph questions. Each question carries 5 marks

16. Differentiate Marketing Vs Selling.
17. What are the 8 P's of Marketing?
18. Explain features of a good brand?
19. What are the benefits of packaging?
20. What are the functions of wholesalers?
21. What are the advantages of sales promotion?
22. Compare and contrast between Traditional Marketing & E-Marketing.
23. Is M-Commerce Secured? What are the treats encountered while a person uses M-Commerce Platform?

(Ceiling: 35 Marks)

Section - C

III. Essay questions. Answer any two questions.

24. Explain the Market Segment Selection with necessary Examples.
25. Explain different stages of PLC? Illustrate with diagram.
26. Enumerate the services rendered by wholesalers to manufacturers, retailers and society.
27. Define advertising. Explain the advantages of advertising to various parties.

(2 × 10 = 20 Marks)
