

19U228S

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Name.....

Reg. No.....

SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS – UG)

(Supplementary/Improvement)

CC17U BC2 C02 – MARKETING MANAGEMENT

(Commerce - Complimentary Course)

(2017, 2018 Admissions)

Time: Three Hours

Maximum: 80 Marks

Part - I

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

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

1. Marketing is a ----- process
 - (a) Goal-oriented
 - (b) Social
 - (c) Exchange
 - (d) All of these
2. The most basic level of a product is called ----- product
 - (a) Core
 - (b) Actual
 - (c) Basic
 - (d) Fundamental
3. Which of the following is not a part of demographic segmentation?
 - (a) Age
 - (b) Interest and activity
 - (c) Income
 - (d) Education
4. Direct Marketing is found more suitable to which of the following products
 - (a) Agriculture Products
 - (b) TV
 - (c) Shoes
 - (d) Vacuum cleaner
5. MPR stands for?
 - (a) Managing Public Relations
 - (b) Measuring Public Relations
 - (c) Marketing Public Relations
 - (d) Monitoring Public Relations

II. Fill in the blanks:

6. Target pricing is also known as ----- pricing
7. A registered brand name is called -----.
8. The negative feeling which arises after purchase, causing inner tension is known as --

9. Rural markets have ----- demand.
10. Marketing is the process of converting the potential customers into -----
customers.

(10 x 1 = 10 Marks)

Part - II

Answer any *eight* questions in two or three sentences.

11. Define Marketing.
12. Explain 'Conversional Marketing'?
13. Define Packaging?
14. What is Brand Equity?
15. Write a short note on Green Marketing?
16. What is Kiosk Marketing?
17. What do you mean by USP?
18. Explain 'Word of mouth Marketing'?
19. What is service marketing?
20. What is M-commerce?

(8 x 2 = 16 Marks)

Part - III

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

21. Explain the Potential of Rural Marketing in India.
22. Define and distinguish between Advertisement and sales Promotion
23. Explain the advantages of direct marketing.
24. Explain the factors to be considered in selecting Channels of distribution?
25. What are the important pricing strategies?
26. What are the characteristics of consumer goods?
27. Explain the importance of Marketing to the society.
28. Explain the Psychological factors influencing Consumer Behaviour.

(6 x 4 = 24 Marks)

Part - IV

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

29. Define Market Segmentation? What are the advantages of Market Segmentation?
30. Explain the different stages of Product life cycle?
31. What are the security risks being faced in Internet? Briefly discuss the various security tools available to reduce such risks

(2 x 15 = 30 Marks)
