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Name: .....

Reg. No: .....

**THIRD SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2022**

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

**CC17U BCP3 B12 - MARKETING MANAGEMENT**

(Core Course)

(2017 Admissions onwards)

Time: Three Hours

Maximum: 80 Marks

**Part I**

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

1. Who has introduced the concept of market segmentation?  
(a) Rosser Reeves      (b) N. H Borden      (c) Wendell R Smith      (d) None of them
2. The most basic level of a product is called  
(a) Core product      (b) Actual product  
(c) Basic product      (d) Fundamental product
3. Which of the following is not a form of Direct marketing?  
(a) Catalogue marketing      (b) Telemarketing  
(c) Personal selling      (d) Direct mail
4. When there is a large potential market for a product, the firm will adopt  
(a) Skimming price policy      (b) Penetration price policy  
(c) Premium price policy      (d) None of these
5. Is the oral presentation in a conversion with one or more prospective buyers for the purpose of making sales.  
(a) Personal selling      (b) Advertisement      (c) Sales promotion      (d) None of these.

Fill in the blanks:

6. \_\_\_\_\_ goods are those which a consumer buys after comparing the suitability, quality, price etc. of different brands.
7. For rural marketing \_\_\_\_\_ pricing is more suitable.
8. \_\_\_\_\_ is a paid form of communication by an identified sponsor.
9. A \_\_\_\_\_ operates multiple retail outlets under common ownership in different cities and towns.
10. \_\_\_\_\_ is the practice of charging a low price right from the beginning to stimulate the growth of the market.

**(10 × 1 = 10 Marks)**

**Part II (Short Answer Questions)**

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

11. Define Marketing concept.
12. What do you mean by Demarketing?
13. What is Logistics?
14. What is Product Mix?
15. List the benefits of Public Relation.
16. What is Niche Marketing?
17. What is Target Marketing?
18. Define Market Segmentation.
19. What is Brand Loyalty?
20. Define Relationship Marketing.

**(8 × 2 = 16 Marks)**

**Part III (Short Essays)**

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

21. What are the factors which influence pricing?
22. What are the various elements of Promotion Mix?
23. Distinguish between Services marketing and Product marketing.
24. What are the steps involved in consumer buying process?
25. Enumerate the different types of Retailers.
26. What is the importance of marketing to society?
27. What are the services rendered by Wholesalers?
28. Mention the various methods of Pricing.

**(6 × 4 = 24 Marks)**

**Part IV**

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

29. Define Rural Marketing. Briefly explain the salient features of rural marketing in India.
30. Discuss the various bases (or methods) of Market Segmentation.
31. Define Product Life Cycle. Discuss briefly the various stages of Product Life Cycle.

**(2 × 15 = 30 Marks)**

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