

23U220

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Name:

Reg.No:

SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2024

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCM2 C02 / CC20U BCM2 C02 - MARKETING MANAGMENT

(Commerce: Finance / Taxation - Complementary Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Write a short note on Performance Marketing.
2. Recall the term product positioning.
3. Label shopping goods.
4. Discuss about trade mark.
5. Explain geographical pricing.
6. Distinguish between zero level channel and three level channel.
7. Define departmental store.
8. What are the objectives of advertising agency?
9. What are price packs?
10. What is market testing?
11. What do you mean by concurrent testing?
12. What is ubiquity?
13. What is in game advertisement?
14. What do you mean by B2B?
15. What is Firewall?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. Explain the Importance of Marketing to the Society and Consumers.

17. Explain the steps involved in target marketing.
18. Classify consumer adopter groups.
19. Recall different types of brand.
20. State the importance of value network.
21. What are the characteristics of marketing communication?
22. What are the common Internet security Threats?
23. Explain the M-Commerce Applications. Along with the merits of M-Commerce.

(Ceiling: 35 Marks)

Part C (Essay questions)

Answer any *two* questions. Each question carries 10 marks.

24. Explain the 8 P's of Marketing in detail.
25. Explain different stages of PLC. Illustrate with diagram.
26. Define online marketing. What are its advantages and disadvantages?
27. What is promotion mix? What are the factors influencing promotion mix?

(2 × 10 = 20 Marks)
