

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2014

(U.G.—CCSS)

Complementary Course

BC 2C 02—MARKETING MANAGEMENT

: Three Hours

Maximum : 30 Weightage

Objective Type Questions.
Answer all twelve questions.

I. Choose the correct answer :—

1 Marketing management is most needed when the scope of marketing is :

- (a) Local. (b) Regional.
(c) National (d) International.

2 Transportation creates a utility :

- (a) Time utility. (b) Place utility.
(c) Possession utility. (d) None.

3 The last stage in the product life cycle is :

- (a) Maturity. (b) Saturation.
(c) Obsolescence. (d) Decline.

4 The word personal selling is :

- (a) Rigid. (b) Flexible.
(c) Not flexible. (d) None.

Fill in the blanks :—

5 Advertising is a ——— form of non-personal communication.

6 The main purpose of brand is ———.

7 Concept of marketing is a type of ——— marketing.

8 Prestige pricing policy is applied in ———.

Turn over

Match the following :—

- | | |
|------------------------|---------------------------|
| 9 Marketing Mix | (a) Market Segmentation. |
| 10 Product Positioning | (b) Skimming price. |
| 11 Product life-cycle | (c) Marketing concept. |
| 12 New Product | (d) Saturation stage. |
| | (e) 4 Ps. |
| | (f) Product line pricing. |

(3 × 1 = 3 we

II. Short Answer Questions. Answer *all* questions. Each question carries 1 weightage.

- 13 Define marketing.
- 14 What is market segmentation ?
- 15 Define consumer behaviour.
- 16 What is product life cycle ?
- 17 Explain the meaning of labelling.
- 18 Define advertising.
- 19 What is meant by relationship marketing ?
- 20 What is Mail order Business ?
- 21 What is brand loyalty ?

(9 × 1 = 9 we

III. Short Essay Questions. Answer any *five* questions. Each question carries 2 weightage.

- 22 Discuss the nature of marketing.
- 23 What are the benefits of market segmentation ?
- 24 What are the steps in buying process ?
- 25 Explain the important product mix variables.
- 26 Describe the factors governing physical distribution system.
- 27 What are the various methods of pricing a new product ?
- 28 What are the advantages of departmental stores ?

(5 × 2 = 10 w

IV. Essay Questions. Answer any *two* questions. Each question carries 4 weightage.

- 29 State and explain the different concept of marketing.
- 30 Explain the different types of pricing policies.
- 31 What are the functions and services rendered by retailers ?

(2 × 4 = 8 w