

22U220

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Name: .....

Reg.No: .....

**SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2023**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U 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. Recall the term Developmental Marketing.
2. Record the importance of study of consumer behavior.
3. Convince about Test marketing.
4. Illustrate product line.
5. Give two example for brand name.
6. How can you add value to marketing channel at company and firm level?
7. What do you mean by kiosk marketing?
8. Define Marketing Communication.
9. Give expansion of AIDA.
10. What is market testing?
11. What do you mean by consumer jury test?
12. What is a website?
13. Write a note on web site
14. Write any two E payment media?
15. What is adware?

**(Ceiling: 25 Marks)**

**Part B (Paragraph questions)**

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

16. Contrast Marketing Vs Selling.
17. Who is Prof. N.H.Borden? What are his contributions to Marketing?

18. Explain the components of brand equity?
19. Write the characteristics of good package.
20. How can you improve the channel co-operation?
21. What is advertising? What are various criticism against advertising?
22. Write a note on Website.
23. Is M-Commere Secured. What are the treats encountered while a person uses M-Commerce Platform?

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

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

24. Explain the Market Segment Selection with necessary examples.
25. What is pricing policy? What are the different types of pricing policies?
26. What channel of distribution would you institute for marketing the following: a) soft drink  
b) an industrial chemical c) computer software. State reasons in support of your answer.
27. What are the obstacles in understanding the desired message by target audience?

**(2 × 10 = 20 Marks)**

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