

23U340

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Name:

Reg. No:

THIRD SEMESTER B.com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2024

(CUCBCSS-UG)

(Regular /Supplementary/Improvement)

CC17U BCP3 B12 – MARKETING MANAGEMENT

(Core Course)

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part I

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

1. ----- focus on advertising in tangible transactions that provide value to customers
(a) Service marketing (b) De-marketing
(c) Rural marketing (d) Societal marketing
2. The only revenue producing element in the marketing mix:
(a) Promotion (b) Price (c) Place (d) Product
3. ----- is changing the image and perceived used of a product
(a) Value added service (b) Repositioning
(c) Customization (d) None of these
4. Which of the following is against the marketing concept?
(a) Marketing Environment (b) Niche Marketing
(c) De-marketing (d) Viral Marketing
5. ----- means the set of marketing intermediaries through which the goods flow from producer to consumer
(a) Intensive distribution (b) Physical distribution
(c) Channel of distribution (d) Direct marketing.

Fill in the blanks:

6. ----- is a group of individual or organizations in a market that share one or more common characteristics
7. When a brand name is registered it becomes -----?
8. ----- is the art of helping to buy intelligently
9. ----- is a paid form of communication by identified sponsor
10. ----- provides the guidelines with in which pricing strategy is formulated and executed.

(10 × 1 = 10 Marks)

Part II (Short Answer Questions)

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

11. What is AIDA approach?
12. What is marketing mix?
13. Give the meaning of brand equity?
14. What is marketing philosophy?
15. What is green marketing?
16. Give an account on logistics
17. What do you mean by Omni channel shopping?
18. What is advocacy advertising?
19. What are sweep stakes?
20. Give an account on syndrome marketing.

(8 × 2 = 16 Marks)

Part III (Short Essays)

Answer any six questions. Each question carries 4 marks.

21. Explain the stages of PLC with proper illustration.
22. What is labelling? State any four functions.
23. Discuss the method of pricing a new product.
24. How can you classify buying motives?
25. Give any five importances of distribution logistics.
26. What is retailing? Discuss any five types of retailers.
27. List out the difference between advertising and sales promotion.
28. Give any four features of rural marketing.

(6 × 4 = 24 Marks)

Part IV (Long Essays)

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

29. Discuss the new trends in Marketing.
30. Explain the consumer buying process.
31. What is market segmentation? Discuss different methods of market segmentation.

(2 × 15 = 30 Marks)
