

THIRD SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV. 2025

(CUCBCSS-UG)

CC17UBCP3B12 - MARKETING MANAGEMENT

(B.Com. Professional – Core Course)

(2017 to 2023 Admissions – Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

Part IAnswer ***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 A
2. Which of the following is not a tool of consumer promotion?
(a) Samples (c) Discounts (b) Coupons (d) Buying allowance
3. The group of elements price, product, promotion and place constitute the
(a) Market mix (b) Product Mix (c) Marketing Mix (d) Promotion Mix
4. 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.
5. The way a product is defined by consumers on important attributes is called
(a) Position (b) Target (c) Segment (d) Strategy

Fill in the blanks:

6. Prices are kept very high in pricing policy.
7. Target pricing is also known as
8. A operates multiple retail outlets under common ownership in different cities and towns.
9. Horlicks selling products specifically for children in the age group of 2 – 6 is an example of segmentation.
10. When a brand name is registered it becomes

(10 × 1 = 10 Marks)**PART II**Answer any ***eight*** questions. Each question carries 2 marks.

11. What is PLC?

12. What is differentiated marketing?
13. What is Product Mix?
14. Briefly explain the concept of a 'Niche Market'
15. What is marketing myopia?
16. Define market segmentation.
17. What is Brand Loyalty?
18. What do you mean by buyer behaviour?
19. What is online marketing?
20. What is rural marketing?

(8 × 2 = 16 Marks)

PART III

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

21. What are the differences between Marketing and Selling?
22. Explain the stages of PLC with proper illustration.
23. What are the features of modern concept of marketing?
24. Mention the various methods of Pricing.
25. What are the major factors, which influence pricing?
26. Enumerate the different types of Retailers.
27. What is public relation? Write its disadvantages.
28. Briefly explain the functions of packaging.

(6 × 4 = 24 Marks)

PART IV

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

29. Explain in detail the factors influencing consumer buying decision.
30. What are the factors to be considered in choosing the distribution channel?
31. Discuss the various bases (or methods) of Market Segmentation.

(2 × 15 = 30 Marks)
