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Name:

Reg.No:

SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2026

(CBCSS - UG)

CC19UBCM2C02 / CC20UBCM2C02 - MARKETING MANAGMENT

(Commerce: Finance / Taxation - Complementary Course)

(2019 to 2023 Admissions - Supplementary)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

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

1. List any four factors that influence consumer behavior.
2. What is Target Marketing?
3. Define Product.
4. Point out early adopters.
5. Indicate brand loyalty.
6. Classify benefit positioning and occasion positioning.
7. What do you mean by channel conflict?
8. Who are facilitators?
9. Who are sandwichmen?
10. What do you mean by inquiry test?
11. What is an e mail?
12. What is online retail store?
13. What is e cash?
14. What is EFT?
15. What are Trojans?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Contrast Marketing Vs Selling.
17. Justify features of a good brand.

18. Explain pricing strategies.
19. List out three different distribution policies.
20. State the importance of value network.
21. What are the objectives of logistics?
22. What are the steps in process of selling?
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. What are the Functions of Marketing? Explain with a diagram.
25. Explain the 8 P's of Marketing in detail.
26. What is promotion mix? What are the factors influencing promotion mix?
27. What are the features of rural audience?

(2 × 10 = 20 Marks)
