

17U259

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Name.....

Reg. No.....

SECOND SEMESTER B.Com DEGREE EXAMINATION, APRIL 2018

(CUCBCSS – UG)

Commerce - Complimentary Course

CC17U BC2 C02 – MARKETING MANAGEMENT

(2017 Admissions: Regular)

Time: Three Hours

Maximum: 80 Marks

Part 1

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

- I. Choose the most appropriate answer from the alternatives given in brackets.
- The act of creating an image about a product or brand in the consumers mind is known as
 - Positioning.
 - Target marketing.
 - Market segmentation.
 - Product differentiation.
 - The concept of marketing mix was developed by.
 - Philip Kotler.
 - Stapleton.
 - N H Borden.
 - Albert W Emery.
 - is a specialized form of online identity theft.
 - Spoofing.
 - Unauthorized disclosure.
 - Eavesdropping.
 - Phishing.
 - Which of the following is against marketing concept?
 - Demarketing.
 - Meta marketing.
 - Mass marketing.
 - Mega marketing.
 - After sales service is a part of
 - Core Product
 - Augmented Product.
 - Tangible Product.
 - None of these.
- II. Fill in the blanks:
- AIDAS stands for
 - The process of direct communication between the sales person and a prospect is called
 - If marketing is done through information and ordering machine placed in stores, it is known as
 - concept is based on the principle that marketing is not a department but it is pervasive throughout the company.
 - Serving a small market not served by competitors is known as

(10 x 1 = 10 Marks)

Part II

Answer any *eight* questions in two or three sentences.

Each question carries 2 marks.

11. What is rural marketing?
12. What is meant by reference group?
13. What is marketing myopia?
14. What is trading down?
15. What is customary pricing?
16. Who are itinerant traders?
17. What is self liquidating premium?
18. What is meant by sky writing?
19. Define relationship marketing.
20. What is EFT?

(8 x 2 = 16 Marks)

Part III

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

21. Distinguish between marketing and selling.
22. Explain different phases in new product development.
23. What are the benefits of market segmentation?
24. What is product packaging? What are its functions?
25. What are the important pricing methods of new products?
26. Explain the functions of channels of distribution.
27. What are the objectives of sales promotion?
28. What is green marketing? What are the problems faced by green marketing?

(6 x 4 = 24 Marks)

Part IV

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

29. What is market segmentation? Explain the bases of market segmentation.
30. What is PLC? Explain the different stages of PLC.
31. What are the different internet security threats? Briefly explain the tools used to meet these threats.

(2 x 15 = 30 Marks)
