

18U228

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Name.....

Reg. No.....

SECOND SEMESTER B.Com DEGREE EXAMINATION, APRIL 2019

(Regular/Supplementary/Improvement)

(CUCBCSS – UG)

CC17U BC2 C02 – MARKETING MANAGEMENT

Commerce - Complimentary Course

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part - I

I. Choose the most appropriate answer from the alternatives given in brackets.

1. Which of the following is not included in the function of physical supply?
a) Standardization b) Transportation c) Storage d) Packaging
2. The most basic level of product is called
a) Formal product b) Core Product c) Actual Product d) Potential Product
3. The income generating element in marketing mix is
a) Product b) Place c) Price d) Promotion
4. Which of the following is not a non-store retailing?
a) Tele marketing b) Direct Marketing c) Kiosk Marketing d) Retail Chains
5. E-Wallet is
a) E-payment system b) Distribution element
c) Pricing policy d) Promotion element

II. Fill in the blanks.

6. The exaggerations in advertisements are called as -----
7. ----- is the first stage in consumer buying process.
8. ----- acts as a silent salesman.
9. Cost plus pricing is also called -----
10. EFT stands for -----

(10 x 1 = 10 Marks)

Part - II

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

11. Define Marketing Management.
12. What do you mean by Cognitive Dissonance?
13. What are the types of E-payment systems?
14. What are the characteristics of a good brand?
15. What is Parity Pricing?

16. What do you mean by Mom and Pop stores?
17. Write down any three USPs of different brands.
18. Define Logistics.
19. Define Rural Market.
20. Write a note on Audit Logs.

(8 x 2 = 16 Marks)

Part - III

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

21. Differentiate market targeting and target marketing.
22. Explain the length of distribution channel of industrial goods.
23. What are the ethical objections on advertisements?
24. Describe AIDAS formula.
25. Explain the elements of brand equity.
26. What are the various forms of interactive marketing?
27. Explain the security tools used in E-commerce.
28. Describe the forms of direct marketing.

(6 x 4 = 24 Marks)

Part - IV

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

29. Explain market segmentation. What are the bases of segmentation?
30. Differentiate Pricing Policy and pricing strategy. Explain important pricing strategies.
31. Explain the marketing strategies in different stages of PLC?

(2 x 15 = 30 Marks)
