

18U227

(Pages: 2)

Name.....

Reg. No.....

SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2019

(CUCBCSS – UG)

CC15UBC2C02 / CC16UBC2C02 – MARKETING MANAGEMENT

Commerce - Complimentary Course

(2015 & 2016 Admissions – Supplementary)

Time: Three Hours

Maximum: 80 Marks

Part A

Choose the correct answer. Each question carries 1 mark.

1. is the thing possessing utility.
a. Product b. Process c. Price d. None of these
2. consist of forces that affecting the entire society or economy at large.
a. Micro environment b. Macro environment
c. Internal enviornment d. None of these
3. which induce a consumer to buy a particular product.
a. Loyalty b. Buying motive c. Brand d. None of these
4. is the process of assessing the relative worth of different market segments and selecting one or more segments in which to compete.
a. Target Marketing b. Market positioning
c. Market Segmentation d. None of these
5. means limiting the number of products a dealer deals.
a. Product modification b. Product Simplification
c. Product modernisation d. None of these

Fill in the blanks. Each question carries 1 mark.

6. refers to value associated with a brand.
7. The price charged for products and services is set artificially low in order to gain market share is called
8. means all those tools that a marketer uses to take his product from the factory to the customer.
9. refers to the process of selling products and/or services based on their environmental benefits.
10. Using electronic channels to support brands is called

(10 x 1 = 10 Marks)

Part B

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

11. Define Marketing Mix.
12. What is Patronage motive?
13. What do you mean by Market segmentation?
14. Define Target marketing.
15. What is Product line?
16. What is Marketing Mayopia?
17. Define Promotion Mix.
18. What is Sales promotion?
19. Define Rural marketing.
20. What is hacking?

(8 x 2 = 16 Marks)

Part C

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

21. Explain the evolution of Marketing concept.
22. Write a short note on buying motive.
23. List out the steps in Target marketing.
24. Explain the stages of new product development.
25. Explain the pricing policies.
26. Briefly explain the factors influencing the length of marketing channels.
27. What are the features of personal selling?
28. Explain the characteristics of Service marketing.

(6 x 4 = 24 Marks)

Part D

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

29. Explain the factors influencing consumer behaviour.
30. Discuss the product life cycle with a suitable example.
31. List out the new trends in internet marketing.

(2 x 15 = 30 Marks)
