

17U371

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Name:

Reg. No.....

THIRD SEMESTER B.Com. Professional DEGREE EXAMINATION, NOVEMBER 2018

(CUCBCSS-UG)

CC17U BCP3 B04 - MARKETING MANAGEMENT

(Core Course)

(2017 Admission Regular)

Time: Three Hours

Maximum: 80 Marks

Part I

Answer all questions. Each question carries 1 mark.

1. Marketing is a
 - a. Goal oriented process
 - b. Social Process
 - c. Exchange Process
 - d. All of these
2. A Cigarettes manufacturing company in its packing says that “Smoking is injurious to health”. It is engaged in
 - a. Remarketing
 - b. Maintenance marketing
 - c. Developmental marketing
 - d. Demarketing
3. The group of elements price, product, promotion and place constitute the
 - a. Market mix
 - b. Marketing Mix
 - c. Product Mix
 - d. Promotion Mix
4. Otrivin, an OTC drug follows which approach
 - a. Product variety marketing
 - b. Target marketing
 - c. Mass Marketing
 - d. Micro Marketing
5. The way a product is defined by consumers on important attributes is called
 - a. Position
 - b. Segment
 - c. Target
 - d. Strategy

Fill in the blanks:

6. is the reason for marketing and object of advertisement.
7. goods are those which have special features and buyers make special efforts to buy them.
8. is an indicator of quality.
9. price refers to high initial price charged when a new product is introduced in the market.

10. means the set of marketing intermediaries through which the goods flow from producer to consumer. (10 x 1 = 10 Marks)

PART II

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

11. Define product.
12. What is marketing?
13. What do you mean by Product life cycle?
14. Define market segmentation.
15. What is meant by product line?
16. What is product mix?
17. What are Yellow goods?
18. What is online marketing?
19. Define marketing communication.
20. What is rural marketing?

(8 x 2 = 16 Marks)

PART III

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

21. What do you mean by marketing mix?
22. What are the characteristics of modern concept of marketing?
23. Write a short note on marketing environment.
24. What are the differences between Marketing and Selling?
25. What do you mean by length and width of product mix?
26. Explain the importance of marketing to society?
27. Explain Maslow's need hierarchy theory.
28. What are the possible categories of segmenting market on the basis of Demography?

(6 x 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 is the importance of advertising as a method of Integrated Marketing Communication?
31. Explain the various pricing policies.

(2 x 15 = 30 Marks)
