

18U375

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Name:

Reg. No.....

THIRD SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOVEMBER 2019

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

CC17U BCP3 B04 - MARKETING MANAGEMENT

(2017 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part I

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

1. The only revenue producing element in the marketing mix is
a) Product b) Place c) Promotion d) Price
2. When a sales personnel of Eureka Forbes approaches you to sell a Vacuum Cleaner , he is engaged in
a) Remarketing c) Developmental marketing
b) Tele marketing d) Direct marketing
3. The concept of USP was introduced by
a) Theodore Levitt b) N. H. Borden c) Rosser Reeves d) None of them
4. Which of the following is not a tool of consumer promotion?
a) Samples c) Discounts
b) Coupons d) Buying allowance
5. Area, Climate, Population density are categories of
a) Demographic Segmentation c) Behavioural Segmentation
b) Geographic Segmentation d) Psychographic Segmentation

Fill in the blanks:

6. Marketing is the process of converting potential customer into customer.
7. The task of is needed when there is a falling demand.
8. is that part of brand that can be spoken including letters, words and numbers.
9. goods are those which the consumer does not know about or does not normally think about.
10. Under pricing, price is fixed in such a manner that it may create an impression of low price in the minds of the customers.

(10 x 1 = 10 Marks)

PART II (Short Answer Questions)

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

11. Define product.
12. What is marketing?
13. What are the goals or objectives of marketing?
14. Define market segmentation.
15. What is meant by product line?
16. What is product mix?
17. What is a market?
18. What is online marketing?
19. Define marketing communication.
20. What is rural marketing?

(8 x 2 = 16 Marks)

PART III (Short Essays)

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

21. Explain the differences between product marketing and services marketing.
22. What are the features of modern concept of marketing?
23. Explain the market segmentation process.
24. Write short note on the potential of rural marketing in India?
25. What do you know about the stages in new product development?
26. Explain the social factors that influence buyer behaviour?
27. Explain the functions of packaging.
28. What are the characteristics of a good brand?

(6 x 4 = 24 Marks)

PART IV

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

29. Explain the marketing strategies that are used in different stages of PLC.
30. What are the factors to be considered in choosing the distribution channel?
31. The market place is not what it used to be 25 years back. Explain with proper reasons the new age market and the present marketing scenario.

(2 x 15 = 30 Marks)
