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Name.....

Reg. No.....

SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS-UG)

CC15U BC2 C02/CC16U BC2 C02 – MARKETING MANAGEMENT

(Commerce - Complimentary Course)

(2015, 2016 Admissions - Supplementary)

Time: Three Hours

Maximum: 80 Marks

Part A

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

Choose the correct answer from the following:

1. Which of the following is not a function of retailer?
a) Storing b) Risk taking c) Financing d) Producing
2. Profit through Customer Satisfaction is aimed in _____ Concept
a) Production b) Holistic c) Marketing d) Selling
3. The markets in which goods are bought and sold in bulk quantities.
a) Wholesale market b) World market c) Retail market d) None of these
4. The strategy where the producer or marketer does not differentiate between different type of customers
a) Undifferentiated Marketing b) Differentiated Marketing
c) Concentrated Marketing d) Customized or Personalized Marketing
5. Trade mark is a _____
a) Name b) Registered brand c) Symbol d) Design

Fill in the Blanks:

6. _____ is used to store and carry E- cash.
7. A series of advertisements with a common objective is called _____
8. _____ middle men perform marketing activities without taking title to the goods.
9. _____ refers to charging a low price initially.
10. Contraction of product mix is also known as _____

(10 x 1 = 10 Marks)

Part B

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

11. What is demarketing? Give an example for demarketing.

12. What is a reference group?
13. What is product positioning?
14. What is psychological pricing?
15. Who is an itinerant trader?
16. What is advertisement copy?
17. What is AIDA approach?
18. What is channel conflict?
19. What is product mix?
20. What is target marketing?

(8 x 2 = 16 Marks)

Part C

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

21. What are the reasons for growth of e- marketing?
22. Explain the features of modern marketing.
23. What is market segmentation? What are the requirements of effective segmentation?
24. What are the challenges of rural marketing in India?
25. What are the important facilitating functions of marketing?
26. What are the important objectives of promotion?
27. What are the different types of Point of Purchase advertising?
28. What are the important functions of branding?

(6 x 4 = 24 Marks)

Part D

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

29. Briefly explain the factors affecting the channel decision.
30. Define personal selling. What are the steps involved in personal selling?
31. What are the stages in PLC? Explain the different marketing strategies in different stages of PLC.

(2 x 15 = 30 Marks)
