

20U359

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Name:

Reg. No:

THIRD SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOVEMBER 2021

(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17U BCP3 B12 - MARKETING MANAGEMENT

(Core Course)

(2017 Admissions onwards)

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. Who has coined the term USP?
 - a) Rosser Reeves
 - b) Peter Drucker
 - c) Theodore Levitt
 - d) None of the above
3. The only revenue producing element in marketing mix is
 - a) Product
 - b) Price
 - c) Place
 - d) Promotion
4. A is an assurance by the manufacturer that a certain product is of high quality.
 - a) Warrantee
 - b) Guarantee
 - c) Service
 - d) None of the above
5. The stage in the PLC when sales growth is slow is called
 - a) Maturity
 - b) Growth
 - c) Introduction
 - d) Product development

Fill the blanks:

6. The word strategy was coined by
7. Target pricing is also known as
8. is called shopping by post
9. is the part of the brand that can be spoken including letters, words and numbers?
10. Product is the formal product plus the various services accompanying it.

(10 × 1 = 10 Marks)

Part II (Short Answer Questions)

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

11. Define brand.
12. What is differentiated marketing?

13. What is brand equity?
14. What is core product?
15. What is penetration pricing?
16. Define Perception.
17. What is co – branding?
18. Define channel conflict.
19. What is catalogue marketing?
20. What is advertising appeal?

(8 × 2 = 16 Marks)

Part III (Short Essays)

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

21. Define marketing. Discuss the value of marketing.
22. What are the steps involved in buying decision process?
23. What is IMC?
24. What is customer value hierarchy? What are the levels of customer value hierarchy?
25. What is public relation? Write its disadvantages.
26. Explain the factors influencing choice of distribution channel.
27. What is sales promotion? What are its disadvantages?
28. What is Direct marketing? Explain different forms of Direct marketing.

(6 × 4 = 24 Marks)

Part IV

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

29. Define Market segmentation. Explain the importance and the various steps involved in market segmentation.
30. Define Product Life Cycle and its importance. Explain the various phases of product Life cycle.
31. What is Marketing environment? Discuss the features of marketing environment.

(2 × 15 = 30 Marks)
