

20U220

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Name: .....

Reg.No: .....

**SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2021**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BCM2 C02 - MARKETING MANAGMENT**

(Commerce - Complementary Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A** (Short answer questions)

Answer *all* question. Each question carries 2 marks.

1. Define Market.
2. Distinguish between consumer behavior and buyer behavior.
3. State any two differences between Product Marketing & Service Marketing.
4. Discuss Manufacturer's brand.
5. Memorize customary pricing.
6. Explain the types of channel conflict.
7. What do you mean by destination stores?
8. Give the classification of rural markets.
9. Define salesmanship.
10. What is market testing?
11. What is behavioural Segmentation?
12. What is e cash?
13. What do you mean by B2B?

14. What do you mean by augmented product?
15. What is Phishing?

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

Answer *all* question. Each question carries 5 marks.

16. Contrast Marketing Vs Selling.
17. What are the different types of Buying Motives
18. Illustrate PLC with example?
19. Outline the factors influencing product mix?
20. What are the steps involved in Target Marketing?
21. What are the features of publicity?
22. Compare and contrast between Traditional Marketing & E-Marketing.
23. What you mean by channel conflict? Explain the causes of channel conflict.

**(Ceiling: 35 Marks)**

**Part C** (Essay questions)

Answer any *two* question. Each question carries 10 marks.

24. Explain Market Segmentation. Discuss the various bases of Market Segmentation.
25. Define pricing policy. Explain the factors influencing pricing decisions.
26. Describe the services rendered by retailers to consumers, manufacturers and wholesalers.
27. What is product development? Describe briefly the steps involved in the process of new Product development.

**(2 × 10 = 20 Marks)**

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