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Name:

Reg. No.....

FOURTH SEMESTER B.Voc. DEGREE EXAMINATION, APRIL 2021

(Regular/Supplementary/Improvement)

BC2 C02 - MARKETING MANAGEMENT

(Common Course)

(2018 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part- I

I. Choose the most appropriate answer from the alternatives given.

1. Marketing is a _____
 - a. Goal oriented
 - b. Social process
 - c. Exchange process
 - d. All of these
2. The group of elements price, product, promotion and place constitute a _____
 - a. Market mix
 - b. Marketing mix
 - c. Product mix
 - d. Promotion mix
3. Marketing is a process of converting the potential customers into _____
 - a. Actual customers
 - b. Prospective customers
 - c. Marketers
 - d. None of these
4. Which of the following is not a level of brand loyalty?
 - a. Brand recognition
 - b. Brand preference
 - c. Brand equity
 - d. Brand insistence
5. Which of the following is not part of demographic segmentation?
 - a. Age
 - b. Interest and activity
 - c. Income
 - d. Education

II. Fill in the blanks.

6. Modern marketing begins and ends with _____
7. _____ is the process used to unify marketing communication elements, such as public relations, social media, and advertising, into a brand message.
8. The act through which goods and services reach the end customer for individual or business usage is known as _____
9. The stage in the PLC when sales growth is slow is called _____
10. _____ is considered as the last link in the chain of distribution

(10 × 1 = 10 Marks)

Part- II

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

11. Difference between marketing channels and value networks.
12. What do you mean by M-commerce?

13. What do you mean by packaging?
14. What is Electronic Payment System?
15. What is Packaging?
16. What is a Warranty?
17. What do you mean by market segmentation?
18. What is price skimming?
19. What are the core marketing concepts?
20. Define Advertisement?
21. What are rural markets?
22. What is Product life cycle?

(8 × 2 = 16 Marks)

Part-III

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

23. Explain the principles of personal selling.
24. What are the factors to be considered while communicating to rural audiences?
25. Explain the security issues in Ecommerce.
26. Explain the reasons for the growth of e-marketing.
27. What is the importance of Marketing Mix?
28. What do you mean by interactive marketing? What are its advantages?
29. Describe Product and Service differentiation.
30. Explain the techniques of product positioning.
31. What are the important strategies for branding?

(6 × 4 = 24 Marks)

Part-IV

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

32. Explain briefly the functions of marketing management.
33. Explain the role of rural marketing in India? Describe the potential, challenges and strategies of rural marketing.
34. What is wholesaling? Explain briefly the role of Wholesaling and logistics in marketing.
35. What are the factors to be considered while selecting a suitable channel of distribution?

(2 × 15 = 30 Marks)
