

21U220

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Name:

Reg.No:

SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2022

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BCM2 C03 - MARKETING MANAGMENT

(Commerce - Complementary Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

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

1. What is Mega Marketing?
2. What do you mean by Social Marketing concept of Marketing?
3. Identify specialty goods.
4. Illustrate product line.
5. Name different positioning strategies.
6. Explain selective distribution.
7. Enumerate any two functions of middleman.
8. Explain the elements of promotion mix.
9. What is advertisement copy?
10. What is market testing?
11. What do you mean by pre-testing?
12. Define e-marketing.
13. What is e- wallet?
14. What is m- commerce?
15. What is adware?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. What is demographic segmentation?
17. Discuss the various market coverage strategies.
18. Recall different types of brand.
19. Speculate the advantages of brand equity.
20. Briefly explain the major forms of direct marketing.
21. "Advertising is salesmanship in print". Explain.
22. What are the features of E-Commerce?
23. Distinguish between Debit and Credit Cards.

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Explain the 8 P's of Marketing in detail.
25. What is branding? Explain the advantages and disadvantages of branding.
26. Point out the causes of channel conflicts and explain how to resolve it.
27. Define event marketing and explain its features.

(2 × 10 = 20 Marks)
