

22U362

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Name:

Reg. No:

THIRD SEMESTER B.Com. PROFESSIONAL DEGREE EXAMINATION, NOV 2023
(CUCBCSS-UG)

(Regular/Supplementary/Improvement)

CC17U BCP3 B12 – MARKETING MANAGEMENT

(Core Course)

(2017 Admissions onwards)

Time: Three Hours

Maximum: 80 Marks

Part A

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

Choose the Correct Answer:

1. Buying products repeatedly from a shop just because the shop owner is your family friend, is an example of?
a) Emotional Product Buying Motive b) Emotional Patronage Buying Motive
c) Rational Patronage Buying Motive d) Rational Product Buying Motive
2. Which among the following is NOT an example of External Micro Environment?
a) Public b) Customers c) Board of Directors d) Suppliers
3. Which stage of the product life cycle is characterized by rapid sales growth and increasing profits?
a) Introduction b) Growth c) Maturity d) Decline
4. The ability of an Air Conditioner to cool down the room temperature is part of which among the following?
a) Augmented Product b) Core Product
c) Tangible Product d) Promised Product
5. Which among the following is an example of Sales Promotion?
a) TV Commercials b) Direct Emails to Customers
c) No Cost EMI d) Press Releases

Fill in the Blanks:

6. Marketing helps a firm to stabilize irregular demand in an off-season by providing discounts and other attractive offers.
7. of a Product line refers to the number of products/brands that come under the single product line.
8. are goods that people are not typically excited to buy, until and unless they are triggered by a sense of fear or danger.
9. Setting the price to Rs. 99.50 rather than Rs.100 is an example of Pricing.
10. Horlicks selling products specifically for children in the age group of 2 – 6 is an example of segmentation.

(10 × 1 = 10 Marks)

Part B (Short Answer Questions)

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

11. What do you mean by Brand Equity?
12. Briefly explain the concept of a 'Niche Market'
13. Differentiate between a NEED and a WANT.
14. What is Geographic Segmentation?
15. What do you mean by a Department store?
16. What is a Direct Channel in Marketing?
17. What do you mean by Product Placement?
18. What is marketing myopia?
19. What is green marketing?
20. Mention any two methods of Sales Promotion.

(8 × 2 = 16 Marks)

Part C (Short Essay Questions)

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

21. Briefly explain the steps in Consumer Buying Process.
22. What are the major factors, which influence pricing?
23. Briefly explain the different types of Consumer Goods.
24. What do you mean by Packaging? What is the Importance of Packaging?
25. Explain the Features of Rural Markets.
26. Differentiate between Publicity and Public Relations.
27. Briefly explain the concept of Re-Marketing and De-Marketing.
28. What is a Brand? Explain the benefits enjoyed by a strong Brand.

(6 × 4 = 24 Marks)

Part D (Essay Questions)

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

29. What is Marketing Environment? Evaluate the role of different environment components in determining the marketing strategy of a company.
30. What do you mean by Product life Cycle? Critically examine the characters of different stages in a Product Life Cycle, with suitable product examples.
31. What is the relevance of Price in the Marketing Mix? Discuss the different Pricing strategies that a Company can follow.

(2 × 15 = 30 Marks)
