

**SECOND SEMESTER B.Com. DEGREE (SUPPLEMENTARY/IMPROVEMENT)
EXAMINATION, APRIL/MAY 2015**

(UG—CCSS)

Complementary Course

BC 2C 02—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Section A

*This section consists of **three** bunches of questions each.*

*Each bunch carries a **weightage** of 1.*

*Answer **all** questions.*

I. Choose the most appropriate answer from the following :-

1 The word Market is derived from the Latin word :

- | | |
|---------------|--------------|
| (a) Marketus. | (b) Mrkatus. |
| (c) Mercatus. | (d) Mercat. |

2 The art of identifying the needs and aspirations of consumers, producing and distributing of goods and services with a view to get some profit and satisfaction to consumers is referred to as :

- | | |
|-------------------|----------------|
| (a) Selling. | (b) Marketing. |
| (c) Distributing. | (d) Promoting. |

3 Giving a name to the product so that it can be known and familiar among consumers is technically referred to as :

- | | |
|---------------|------------------|
| (a) Pricing. | (b) Advertising. |
| (c) Branding. | (d) Promotion. |

4 Customer satisfaction is intimately related with the company's ability to make :

- | | |
|----------------|-------------|
| (a) Product. | (b) Profit. |
| (c) Promotion. | (d) Price. |

II. 5 Modern marketing begins and ends with the :

- | | |
|------------------|-----------------|
| (a) Producer. | (b) Consumer. |
| (c) Distributer. | (d) Government. |

Turn over

6 Marketing to a large segment of the population is called :

- (a) Event marketing.
- (b) Morph marketing.
- (c) Mass marketing.
- (d) Green marketing.

7 "Old price Rs. 5,999. Today's price Rs. 999 only" is an example of :

- (a) Patronage motive.
- (b) Product motive.
- (c) Event motive.
- (d) Rational motive.

8 Direct marketing channel is also called as :

- (a) Zero level channel.
- (b) One level channel.
- (c) Two level channel.
- (d) Three level channel.

III. Fill in the blanks :

9 Wholesaler is the _____ intermediary of distribution.

- (a) First.
- (b) Second.
- (c) Third.
- (d) Last.

10 Buying and selling of goods or services through the internet is called _____

- (a) Supply chain.
- (b) M-marketing.
- (c) E- marketing.
- (d) D-marketing.

11 _____ is not an elements of marketing mix.

- (a) Promotion.
- (b) Product.
- (c) Price.
- (d) Research and Development.

12 Window display is a medium of _____ done by dealers :

- (a) Advertisement.
- (b) E-sales.
- (c) Radio advertisement.
- (d) Film advertisement.

(3 x 1 = 3 weightage)

Section B

IV. Answer all nine questions in one or two sentences each. Each question carries a weightage of 1 :

13 Give *two* differences between marketing and selling.

14 How is modern concept of marketing differing from Traditional concept ?

15 What is meant by market segmentation ?

16 What is meant by product positioning ?

17 Define consumer behavior.

- 18 What do you understand by relationship marketing ?
- 19 What do you mean by product branding ?
- 20 What do you mean by rebate ?
- 21 State *two* difficulties of rural marketing.

(9 x 1 = 9 weightage)

Section C

V. Answer any *five* questions in not exceeding *one paragraph* each. Each question carries a weightage of 2 :

- 22 What is marketing ? Explain the features of marketing.
- 23 What do you mean by target marketing ?
- 24 Briefly discuss the types of buying motives.
- 25 What do you mean by product mix ? What are the factors affecting product mix ?
- 26 What are the advantages and disadvantages of branding ?
- 27 Briefly discuss the role of channels in distribution.
- 28 What are the advantages of salesmanship ?

(5 x 2 = 10 weightage)

Section D

VI. Answer any *two* questions in not exceeding *four pages* each. Each question carries a weightage of 4 :

- 29 Discuss the objectives and advantages of marketing.
- 30 Discuss the importance of pricing in marketing and the factors affecting pricing decisions.
- 31 Explain briefly the factors influencing consumer behavior.

(2 x 4 = 8 weightage)