

**SECOND SEMESTER B.Com. DEGREE EXAMINATION  
MARCH/APRIL 2013**

(CCSS)

Vocational

**BC2 C02—MARKETING MANAGEMENT**

Time : Three Hours

Maximum : 30 Weightage

## Section A

I. This section consists of three bunches of *four* questions. Answer *all* questions.

Choose the most appropriate answer from the alternatives given in brackets :

1 The traditional concept of marketing focuses on :

- |              |                |
|--------------|----------------|
| (a) Product. | (b) Consumer.  |
| (c) Pricing. | (d) Promotion. |

2 It is the first function in Marketing

- |                  |                         |
|------------------|-------------------------|
| (a) Production.  | (b) Selling.            |
| (c) Advertising. | (d) Marketing research. |

3 The stages of product life-cycle are :

- |        |        |
|--------|--------|
| (a) 8. | (b) 6. |
| (c) 4. | (d) 2. |

4 When a consumer decides to buy without much logical thinking, the decision is said to be :

- |               |                |
|---------------|----------------|
| (a) Rational. | (b) Emotional. |
| (c) Inherent. | (d) Learned.   |

II. 5 Goods purchased frequently and 'consumed fast one grouped under :

- |                |                  |
|----------------|------------------|
| (a) Durable.   | (b) Speciality.  |
| (c) Emergency. | (d) Non-durable. |

6 Excess of brand assets over brand liabilities is called :

- |                    |                         |
|--------------------|-------------------------|
| (a) Brand loyalty. | (b) Brand Cohort.       |
| (c) Brand equity.  | (d) Brand satisfaction. |

7 The method of pricing a product by adding a certain percentage of profit to the cost per unit is :

- |                            |                         |
|----------------------------|-------------------------|
| (a) Marginal cost pricing. | (b) Cost plus pricing.  |
| (c) Break-even pricing.    | (d) Going rate pricing. |

Turn over

8 In marketing channels **M.O.B.** stands for :

- (a) Mode of operation business. (b) Market oriented business.  
(c) Mail order business. (d) Most offered business.

III. Fill in the blanks :

9 \_\_\_\_\_ is one of the techniques used in M. Commerce :

- (a) **SMS.** (b) **VSNL.**  
(c) **BSNL.** (d) **MLM.**

10 \_\_\_\_\_ is an example for merchant middle men.

- (a) Government. (b) Whole **saler.**  
(c) Consumer. (d) Producer.

11 Telemarketing is a type of \_\_\_\_\_ retailing :

- (a) Traditional. (b) Modern.  
(c) Kiosk. (d) Catalogue.

12 Total list of product which a firm offers to its buyers is called \_\_\_\_\_

- (a) Product brand. (b) Product pack.  
(c) Product mix. (d) Trademark.

(3 x 1 = 3 **weightage**)

### Section B

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

13 Define Marketing.

14 What is meant by Promotion ?

15 What do you mean by Branding ?

16 What is meant by Market Segmentation ?

17 What is a consumer good ?

18 Define Packaging ?

19 What do you mean by skimming price policy ?

20 What is E-commerce ?

21 What is meant by Green marketing ?

(9 x 1 = 9 **weightage**)

**Section C**

*Answer any **five** questions in **one paragraph** each.  
Each question carries a **weightage** of 2.*

- 22 Explain clearly the modern concept of marketing. What are its features ?
- 23 Discuss briefly the objectives of marketing management.
- 24 Enumerate briefly the functions performed by branding.
- 25 Explain briefly the factors affecting pricing decisions of a firm.
- 26 What are the factors to be considered while selecting a suitable channel of distribution ?
- 27 Briefly explain the services rendered by wholesalers.
- 28 Discuss the various kinds of sales promotion.

(5 x 2 = 10 **weightage**)

**Section D**

*Answer any **two** questions.  
Each question carries a **weightage** of 4.*

- 29 What do you mean by rural marketing ? Discuss its features and problems.
- 30 Who is a retailer ? What are the different types of retailing ? Discuss also the functions of retailers in distribution.
- 31 Discuss the factors influencing consumer and buyer **behaviour**.

(2 x 4 = 8 **weightage**)