

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2015

(CUCBCSS—UG)

Complementary Course

BC 2C 02—MARKETING MANAGEMENT

Time Three Hours

Maximum 80 Marks

Part A

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

I. Choose the correct answer :

1 Marketing is a process of converting the potential customers into _____

- (a) Actual customers. (b) Prospective customers.
(c) Marketers. (d) None of these.

2 Risk bearing is a function of _____

- (a) Research. (b) Exchange.
(c) Physical supply. (d) Facilitating.

3 Which of the following is against marketing concept ?

- (a) **Demarketing.** (b) Meta marketing.
(c) Mass marketing. (d) Mega marketing.

4 Rural consumers are _____

- (a) Price sensitive. (b) Less price sensitive.
(c) Quality conscious. (d) None of these .

5 In a small market _____ is better.

- (a) Three level channel. (b) Two level channel.
(c) Direct marketing. (d) All of these.

II. Fill in the blanks :

6 Introducing a product at low price and increasing the price once the brand succeeds is known as _____ Pricing.

7 _____ is the first stage of Product Life Cycle.

Turn over

- 8 Transport system creates _____ utility.
- 9 "one marketing mix is used for the whole market" is a _____ marketing.
- 10 Demography is the study of _____

(10 x 1 = 10 marks)

Part B

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

11. Define Consumer goods.
12. What do you mean by shopping products and Speciality products ?
13. What is demographic segmentation ?
14. What is sales promotion ?
15. What is consumer behaviour ?
16. What is target marketing ?
17. What is product line ?
18. What is retailing ?
19. What is product positioning ?
20. What is social marketing ?

(8 x 2 = 16 marks)

Part C

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

21. What is packaging ? State the characteristics of a good packaging.
22. What are the elements of marketing mix ?
23. What are the essentials required for a good market segmentation ?
24. Discuss the steps in a consumer buying process.
25. Explain the stages-involved in new product development.
26. What is internet marketing ? State its advantages.

27. What is service marketing ? Discuss its elements.
28. What is Green marketing ? Discuss its importance.

(6 x 4 = 24 marks)

Part D

*Answer any **two** questions.*

Each question carries 15 marks.

29. What is Product Life Cycle ? Explain the strategies and pricing policies at various stages of PLC.
30. What is promotion mix ? Discuss the factors affecting promotion mix decisions,
31. What is consumer behavior ? State and discuss the factors influencing consumer buying decisions,

(2 x 15 = 30 marks)