

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2018

(CUCBCSS—UG)

Complementary Course

BCM 2C 02—MARKETING MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all the questions.**Each question carries 1 mark.*

A. Choose the correct answer :

- 1 Application of marketing theories and techniques to social institutions is known as :
 - (a) Demarketing.
 - (b) Remarketing.
 - (c) Social marketing.
 - (d) Mass marketing.
- 2 Goods which may or may not be available but for which the consumer refuses to accept any substitute :
 - (a) Speciality goods.
 - (b) Convenience goods.
 - (c) Shopping goods.
 - (d) Insistence goods.
- 3 Direct marketing implies :
 - (a) Zero level channel.
 - (b) One level channel.
 - (c) Two level channel.
 - (d) Three level channel.
- 4 Oral and face to face communication and presentation with the customer for making sales is called :
 - (a) Advertising.
 - (b) Public relations.
 - (c) Personal selling.
 - (d) Sales promotion.
- 5 Rs. 999 pricing by Rediff.com is an example for :
 - (a) EDLP.
 - (b) Psychological pricing.
 - (c) Premium pricing.
 - (d) Discount pricing.

Turn over

B. Fill in the blanks :

- 6 The total line of products which a firm offers to its buyers is termed as _____.
- 7 The path or network through which the products are made available to the consumers _____.
- 8 The advertisement used at the time of introducing a new product in the market is called _____.
- 9 URL means _____.
- 10 The combination of product, price, place and promotion is termed as _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11 What is meant by counter marketing ?
- 12 What is a product line ?
- 13 Identify the activities involved in physical distribution of goods.
- 14 Write any *two* objectives of personal selling.
- 15 When there may be channel conflict ?
- 16 What is viral marketing ?
- 17 Which are the psychological factors influencing consumer behaviour ?
- 18 What is symbiotic marketing ?
- 19 What are the benefits of EFT ?
- 20 What is meant by packaging ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

- 21 Which are the different approaches to marketing ?
- 22 Which are the different types of consumer goods based on shopping habits ?

- 23 Briefly state the factors to be considered in selecting channels.
- 24 Identify popular consumer promotion techniques adopted by marketers in India.
- 25 Write different kinds of advertising.
- 26 What are the reasons for growth of emarketing in India ?
- 27 Briefly explain different types of Demographic segmentation.
- 28 Which are the modes of product line modification ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

- 29 Bring out the scope of marketing management.
- 30 Evaluate different types of pricing policies.
- 31 Explain the elements of promotional mix.

(2 × 15 = 30 marks)