

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2017

(CUCBCSS—UG)

Complementary Course

BCM 2C 02—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.***A. Choose the correct answer :**

1 Object of salesmanship is to :

- | | |
|---------------------------|-------------------------|
| (a) Popularize a product. | (b) Ensure quality. |
| (c) Fix the price. | (d) Creates new demand. |

2 Which of the following is not an outdoor advertisement ?

- | | |
|-----------------|-------------------|
| (a) Billboards. | (b) Sky writing. |
| (c) Signs. | (d) Sale letters. |

3 Perception is a part of :

- | | |
|----------------------|---------------------------|
| (a) Personal factor. | (b) Social factor. |
| (c) Cultural factor. | (d) Psychological factor. |

4 The concept of marketing mix was developed by :

- | | |
|--------------------|-------------------|
| (a) Philip Kotler. | (b) N. H. Borden. |
| (c) Mc Cathy. | (d) Luca Pacioli. |

5 The first step in selling process is :

- | | |
|------------------|----------------------|
| (a) Prospecting. | (b) Pre-approaching. |
| (c) Approaching. | (d) Preparation. |

B. Fill in the blanks :

6 ——— refers to fixing of prices according to customs or traditions.

7 Marketing of eco-friendly product is called ———.

Turn over

- 8 _____ is used to store and carry E-cash.
- 9 Transportation creates _____ utility.
- 10 Products seen as having extension potential into other market are called _____.

(10 × 1 = 10 marks)

Part B (Short Answer questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

11. What is administered pricing ?
12. What is customised marketing ?
13. What is cognitive dissonance ?
14. What is standardization ?
15. Expand : (a) FMCG ; and (b) USP.
16. What is commercial advertising ?
17. What is market targeting ?
18. What is meant by phishing ?
19. What is E-wallet ?
20. What is marketing myopia ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

*Answer any **six** questions.*

Each question carries 4 marks.

21. Explain the process of market segmentation.
22. Discuss the tools available to deliver after sales service.
23. Why do you buy a product ?
24. State the problems of PLC.
25. Differentiate between products and services.
26. "Direct marketing is not suitable for FMCG goods". Why ?

27. State the components of brand equity.
28. Why do the companies adopt green marketing strategy ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

29. What is a product ? Why do many new products turn to be market failure ? How can it be cured ?
30. What is a pricing strategy ? Explain its different forms.
31. What is E- marketing ? How it different from traditional marketing ? Also explain the tools available to E-marketing ?

(2 × 15 = 30 marks)