

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2018

(CUCBCSS—UG)

Complementary Course

BCM 2C 02—MARKETING MANAGEMENT

(2014—2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

1 The way a product is defined by consumers on important attributes is called :

- (a) Position. (b) Segment.
(c) Target. (d) Strategy.

2 The revenue producing element of marketing mix is :

- (a) Product. (b) Price.
(c) Place. (d) Promotion.

3 Which of the following is not an element of promotion mix ?

- (a) Branding. (b) Advertisement.
(c) Sales promotion. (d) Personal selling.

4 Medical treatment with ayurvedic massage is an example of :

- (a) Pure tangible good. (b) Hybrid.
(c) Pure service. (d) None of these.

5 Which of the following is against marketing concept ?

- (a) Social marketing. (b) Demarketing.
(c) Niche marketing innovation. (d) None of these.

B. Fill in the blanks :

6 The concept of marketing mix was developed by _____.

7 Advertisement eliminate the barriers of _____.

Turn over

- 8 ———— simply refers to product planning.
- 9 ———— is the reason of marketing and the object of advertisement.
- 10 ———— is a short term tool used to stimulate immediate increase in demand.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

- 11 What is Niche marketing ?
- 12 Explain product differentiation.
- 13 What do you mean by market targeting ?
- 14 What is consumer profile ?
- 15 What is an advertising copy ?
- 16 What do you mean by physical distribution ?
- 17 What are speciality goods ?
- 18 What is Kiosk marketing ?
- 19 Describe consumption behavior.
- 20 What are pop-ups ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

*Answer any **six** questions.*

Each question carries 4 marks.

- 21 What is pricing ? State the factors affecting pricing policy of a firm.
- 22 List out the merits and demerits of direct marketing.
- 23 What is E-payment ? State the essential qualities of a good E payment system.
- 24 What is service ? How is it differing from product ?
- 25 What is brand equity ? Explain its components.
- 26 Discuss the requisites of a sound market segmentation strategy.
- 27 What are the economics determinants of consumer behavior ?
- 28 Describe the special marketing problem of rural customers.

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any **two** questions.*

Each question carries 15 marks.

- 29 What is product positioning ? List out the steps and techniques of product positioning.
- 30 What are new product ideas ? Discuss the techniques of generating new product ideas.
- 31 "Marketing middlemen are parasites - exploiting both producers and consumers". Do you agree ? Give reason ?

(2 × 15 = 30 marks)