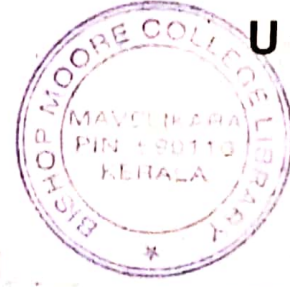


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U – 2648

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2024

First Degree Programme under CBCSS

Core Course

CO 1543/CC 1543/CX 1543/TT 1543/HM 1543 : MARKETING MANAGEMENT

(2018 Admission Onwards)

**(Common for Commerce / Commerce with Computer Applications/
Commerce and Tax Procedure and Practice / Commerce and Hotel
Management and Catering / Commerce and Tourism and Travel
Management)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. Each question carries **1** mark.

1. What do you mean by product line?
2. Define social marketing.
3. What is skimming price policy?
4. What do you mean by promotion mix?
5. What is E-Commerce?
6. List out two indoor media of advertisement.

P.T.O.

7. What is concentrated marketing?
8. What do you mean by branding?
9. Define pricing.
10. What do you mean by customer relationship management?

(10 × 1 = 10 Marks)

SECTION – B

Answer **any eight** questions not exceeding a paragraph. Each question carries 2 marks.

11. What do you mean by product mix?
12. State the economic factors influencing consumer behavior.
13. Differentiate between selling and marketing.
14. What are the basic features of advertising?
15. Briefly explain the concept of supply chain management.
16. What are the functions of packaging?
17. What is cost based pricing?
18. State the features of personal selling.
19. What do you mean by sustainable marketing?
20. Briefly explain the concept brand loyalty.
21. What do you mean by geographic segmentation?
22. What is two level channels of distribution?

(8 × 2 = 16 Marks)

SECTION – C

Short essay type questions. Answer **any six** questions. Each question carries **4** marks.

23. Explain the steps involved in product positioning.
24. What are the reasons for the growth of digital or online marketing?
25. Explain the factors influencing the distribution channel.
26. What marketing strategy do you suggest during the decline stage of product life cycle?
27. Briefly explain the factors influencing the selection of advertisement media.
28. What are the requisites of a good package?
29. Briefly explain the unique features of publicity.
30. Differentiate between commercial marketing and social marketing.
31. Explain the objectives of pricing.

(6 × 4 = 24 Marks)

SECTION – D

Long essay type questions. Answer **any two** questions. Each question carries **15** marks.

32. Define relationship marketing. What are the advantages and limitations of relationship marketing?
33. Explain different bases or methods of market segmentation.
34. What do you mean by pricing decision? Explain various methods of pricing.
35. Define branding. What are the advantages and limitations of branding?

(2 × 15 = 30 Marks)