

(Pages : 4)

M – 1696

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2021

First Degree Programme Under CBCSS

Core Course : CO 1543/CC 1543/CX 1543/TT 1543/HM 1543

MARKETING MANAGEMENT

(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)

(2018 & 2019 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is green marketing?
2. Define Packaging.
3. What is hyper market?
4. Define product.
5. What is Viral marketing?
6. Define marketing.

P.T.O.

7. What is labelling?
8. What do you mean by logistics?
9. What is brand loyalty?
10. What is online marketing?

(10 × 1 = 10 Marks)

SECTION – B

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

11. What is customer delight?
12. What is market segmentation?
13. What is penetration pricing?
14. What is push strategy?
15. What is CRM?
16. Distinguish between brand and trade mark.
17. Define service marketing.
18. What is personal selling?
19. What is product positioning?
20. What is relationship marketing?
21. What is marketing mix?
22. Explain global marketing.
23. What is supply chain management?

24. What is marketing myopia?
25. Distinguish between selling and promotion.
26. What do you mean by dynamic pricing?

(8 × 2 = 16 Marks)

SECTION – C

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

27. What are the pricing strategies of a new product?
28. What are the determinants of price?
29. What are the elements of marketing mix?
30. Discuss briefly the recent trends in marketing.
31. What are the requirements of a good advertisement copy?
32. Discuss the importance of advertising in modern marketing.
33. Explain the nature of marketing.
34. What are the factors influencing selection of an advertisement media?
35. Explain briefly the evolution of marketing.
36. What are the features of social marketing?
37. Distinguish between marketing and selling.
38. What are the different methods of sales promotion?

(6 × 4 = 24 Marks)

SECTION – D

(Answer **any two** questions. **Each** question carries **15** marks).

39. What are channels of distribution? What factors govern selection of a channel?
40. Define consumer behaviour. Explain factors influencing consumer behaviour.
41. Define PLC. Explain various phases of PLC.
42. Discuss the various pricing strategies.
43. Explain in detail functions of marketing.
44. Explain the different basis of market segmentation.

(2 × 15 = 30 Marks)
