

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MAY 2019

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

A. Choose the correct answer :

1 Which of the following influence product line decisions ?

- (a) Customer preference. (b) Change in demand.
(c) Product specialisation. (d) All of these.

2 _____ is not a commercial advertising.

- (a) Consumer Ad. (b) Industrial Ad.
(c) Trade Ad. (d) Shortage Ad.

3 The concept of USP was introducing by :

- (a) Rosser Reeves. (b) Theodore Levitt.
(c) NH Borden. (d) Alfred Marshall.

4 Of the following, the contradictory to marketing concept is :

- (a) Demarketing. (b) Meta marketing
(c) Mass marketing. (d) Mega marketing.

5 FMCG includes :

- (a) Refrigerators. (b) Vaccum cleaners.
(c) Washing machines. (d) Detergents and soaps.

Turn over

B. Fill in the blanks :

- 6 Rising profits is a feature of _____ stage of PLC.
- 7 In a small market, _____ channel is better.
- 8 The group in which a person is not a member but Wants to be a member is called _____.
- 9 Modern marketing precedes and succeeds _____.
- 10 RPM stands for _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11 What is customary pricing ?
- 12 What is differentiated marketing ?
- 13 What is post purchase dissonance ?
- 14 What is buy back allowance ?
- 15 What is consumer behaviour ?
- 16 Define brand equity.
- 17 What is price dumping ?
- 18 What are specialty goods ?
- 19 What is personal selling ?
- 20 Define encryption.

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

- 21 Mention the strategies to build up relationship marketing.
- 22 Bring out the factors influencing consumer behaviour.
- 23 State the problems of rural marketing.
- 24 Explain the various tools used in public relations.

- 25 How do departmental stores differentiate multiple shops ?
- 26 How is the price of product determined ?
- 27 Which are the different forms of internet security threats ?
- 28 How can you create a good niche ?

(6 × 4 = 24 marks)

Part D (Essay questions)

Answer any two questions.

Each question carries 15 marks.

- 29 What is meant by a new product idea? Describe the techniques of generating new product idea.
- 30 Define marketing management. Explain the recent innovatives in marketing management.
- 31 Define channel of distribution. State the factors influencing the choice of distribution channels. Which channel of distribution would you select for marketing of :
 - (a) Soft drinks.
 - (b) Industrial goods.
 - (c) Softwares ?

(2 × 15 = 30 marks)