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(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION

APRIL 2021

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer at least ten questions.

Each question carries 3 marks.

All questions can be attended.

Overall Ceiling 30.

1. State the major roles of marketing system.
2. Why is value important in marketing ?
3. Why is technology important in marketing ?
4. Why is understanding of marketing management philosophies important?
5. Define the term 'Service'.
6. What do you mean by 'potential product' ?
7. What do you mean by consumer behaviour ?
8. Define Labelling.
9. How do you create value in marketing ?
10. What do you mean by marketing channels ?
11. Why is channel design important ?
12. What is marketing communication mix ?
13. State the importance of public relation in marketing.
14. What are the E-Commerce business models ?
15. What are some limitations of M-Commerce ?

(10 × 3 = 30 marks)

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C 4323

2

Section B

Answer at least five questions.

Each question carries 6 marks.

All questions can be attended.

Overall Ceiling 30.

16. What are the essential requirements for safe e-payments/transactions ?
17. Discuss the major characteristics of consumer behaviour.
18. Explain mass marketing or undifferentiated marketing with an example.
19. What are the major channel functions in marketing ?
20. Explain the effectiveness of advertising in media.
21. What are the sources of new product ideas ?
22. Discuss the application of the concept of product life cycle in the development of a new product.
23. What is personal selling ? When it is required ?

(5 × 6 = 30 marks)

Section C

Answer any two questions.

Each question carries 10 marks.

24. Define Packaging and what are its qualities and functions ?
25. State the strategies in new products development.
26. Explain the major steps involved in designing a distribution channel.
27. What are the functions of retailing and what are the different types of retailers ?

(2 × 10 = 20 marks)

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