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Name.....

Reg. No.....

SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A

Answer all questions. (2 marks each) (Max. 25 Marks)

1. What is Rural Marketing in India ?
2. What are the 4 A's of rural marketing ?
3. What is the role of service marketing ?
4. What is the marketing concept philosophy ?
5. What are product levels in marketing ?
6. Why are warranties important to customers ?
7. What is pricing policy ?
8. What do you mean by 'desired value' ?
9. What do you mean by 'reverse logistics' ?
10. What is the role of competition in marketing ?
11. What are the major elements of direct marketing ?
12. What is personal selling and sales promotion ?
13. Define 'word of mouth marketing'.
14. What are the advantages of e-marketing ?
15. What are the main activities of e-commerce ?

Turn over

Section B

Answer **all** questions. (5 marks each) (Max. 35 marks)

16. What are the causes of channel conflict ?
17. What are the benefits of integrated marketing communication ?
18. What types of electronic payment systems are required in e-commerce ?
19. What are the impacts of e-commerce in India ?
20. What is the role of public relations in marketing ?
21. What are the four steps to designing marketing channels in their correct order ?
22. What do you mean by product life cycle marketing strategies ?
23. What are the major differences between goods and services ?

Section C

Answer any **two** of the following. (10 marks each)

24. Write a note on 'Brand Equity'.
25. What are the factors influencing 'Consumer Behaviour' ?
26. What do you mean by pricing strategies in marketing ? What are the major pricing strategies ?
27. What do you mean by sales promotion ? State its major objectives.

