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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2024**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

*Answer should be written in English only.***Section A***Answer all questions.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. What do you mean by merchandising ?
2. Distinguish between consumer behaviour and buyer behaviour.
3. Explain the emotional value of marketing.
4. What do you mean by concentrated marketing ?
5. What are durable goods ?
6. What is slow penetration strategy ?
7. What is break even pricing ?
8. What are the functions of retailers ?
9. Explain the role of marketing communication.
10. Define sales promotion.
11. Explain the objectives of public relation.
12. What are the advantages of interactive marketing ?
13. What do you mean by M-Commerce ?
14. What is EFT ?
15. What is Spoofing ?

Turn over

Section B

*Answer all questions.
Each question carries 5 mark.
(Ceiling 35 marks)*

16. Explain various approaches of target marketing strategies.
17. Explain different methods of segmentation.
18. Distinguish between advertising and sales promotion.
19. Explain the importance of E- marketing.
20. What are the elements of distribution mix ?
21. Explain the essential qualities of a good E-payment system.
22. What do you mean by brand equity ? Explain elements of brand equity.
23. Distinguish between products and brands.

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. What is product development ? Explain the stages of new product development.
25. Define Marketing. Explain the importance of marketing.
26. What is sales promotion ? Explain different kinds of sales promotion.
27. What do you mean by e-commerce models ? Explain different kinds of e-commerce models.

(2 × 10 = 20 marks)