

## SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2015

(CUCBCSS—UG)

Complementary Course

BC 2C 02—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

## Part A

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

## I. Choose the correct answer :

- 1 Marketing is a process of converting the potential customers into \_\_\_\_\_.
  - (a) Actual customers.
  - (b) Prospective customers.
  - (c) Marketers.
  - (d) None of these.
- 2 Risk bearing is a function of \_\_\_\_\_.
  - (a) Research.
  - (b) Exchange.
  - (c) Physical supply.
  - (d) Facilitating.
- 3 Which of the following is against marketing concept ?
  - (a) Demarketing.
  - (b) Meta marketing.
  - (c) Mass marketing.
  - (d) Mega marketing.
- 4 Rural consumers are \_\_\_\_\_.
  - (a) Price sensitive.
  - (b) Less price sensitive.
  - (c) Quality conscious.
  - (d) None of these .
- 5 In a small market \_\_\_\_\_ is better.
  - (a) Three level channel.
  - (b) Two level channel.
  - (c) Direct marketing.
  - (d) All of these.

## II. Fill in the blanks :

- 6 Introducing a product at low price and increasing the price once the brand succeeds is known as \_\_\_\_\_ Pricing.
- 7 \_\_\_\_\_ is the first stage of Product Life Cycle.

Turn over

- 8 Transport system creates \_\_\_\_\_ utility.
- 9 "one marketing mix is used for the whole market" is a \_\_\_\_\_ marketing.
- 10 Demography is the study of \_\_\_\_\_.

(10 × 1 = 10 marks)

## Part B

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

11. Define Consumer goods.
12. What do you mean by shopping products and Speciality products ?
13. What is demographic segmentation ?
14. What is sales promotion ?
15. What is consumer behaviour ?
16. What is target marketing ?
17. What is product line ?
18. What is retailing ?
19. What is product positioning ?
20. What is social marketing ?

(8 × 2 = 16 marks)

## Part C

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

21. What is packaging ? State the characteristics of a good packaging.
22. What are the elements of marketing mix ?
23. What are the essentials required for a good market segmentation ?
24. Discuss the steps in a consumer buying process.
25. Explain the stages-involved in new product development.
26. What is internet marketing ? State its advantages.

27. What is service marketing ? Discuss its elements.
28. What is Green marketing ? Discuss its importance.

(6 × 4 = 24 marks)

### Part D

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

29. What is Product Life Cycle ? Explain the strategies and pricing policies at various stages of PLC.
30. What is promotion mix ? Discuss the factors affecting promotion mix decisions.
31. What is consumer behavior ? State and discuss the factors influencing consumer buying decisions.

(2 × 15 = 30 marks)