

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2016

(CUCBCSS—UG)

Complementary Course

BCM 2C 02—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

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

A. Choose the correct answer :

- 1 Which skills and capabilities will marketers need to increasingly have ?
 - (a) Market research.
 - (b) Digital and social media marketing.
 - (c) Strategic marketing.
 - (d) Sales.
- 2 The way in which the product is delivered to meet the customers needs refers to :
 - (a) Selling.
 - (b) New product concepts and improvements.
 - (c) Advertising and promotion activities.
 - (d) Place or distribution activities.
- 3 The key term in the American Marketing Association's definition of marketing is :
 - (a) Process.
 - (b) Sales.
 - (c) Products.
 - (d) Value.
- 4 A commonly used basis for segmenting consumer markets is :
 - (a) Organisational size.
 - (b) Demographics.
 - (c) Product Type.
 - (d) Price.
- 5 Users are able to create content and become more involved with a brand through :
 - (a) Door to door.
 - (b) Online communities.
 - (c) Direct mail.
 - (d) Telemarketing.

Turn over

B. Fill in the blanks :

- 6 _____ refers to word of mouth through electronic channels.
- 7 For rural marketing _____ pricing is more suitable.
- 8 _____ is called shopping by post.
- 9 _____ goods are purchased without any planning or search effort.
- 10 Generally _____ is an indicator of quality.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11 What is consumerism ?
- 12 What is green marketing ?
- 13 What do you mean by product positioning ?
- 14 What is merchandising ?
- 15 What is meant by brand equity ?
- 16 What is target return pricing ?
- 17 How publicity is differing from advertising ?
- 18 What are convenience goods ?
- 19 What is post purchase dissonance ?
- 20 What do you mean by price bundling ?

Part C (Short Essay Questions)

(8 × 2 = 16 marks)

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

- 21 State the factors influencing Consumer behaviour ?
- 22 What is meant by after—sales services ? Explain the techniques to deliver after sales services.
- 23 Define Marketing ? List out the features of modern marketing.
- 24 Mention the factors to be considered while selecting a channel.
- 25 Define market segmentation ? Explain its process.

- 26 What is test marketing ? How is it done ?
- 27 How do you classify services ?
- 28 Describe the strategies to build up relationship marketing ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

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

- 29 What is Rural Marketing ? Explain the problems and potentialities of a rural marketing.
- 30 What is personal Selling ? Explain its process. State the essentials of a successful personal selling ?
- 31 Define E-marketing. Describe the features and scope of e-marketing.

(2 × 15 = 30 marks)