

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016**Third Semester****Core 7—MARKETING MANAGEMENT**

(Common for Model I, Model II and UGC Sponsored B.Com. Degree Programmes)

[2013 Admission onwards]

Time : Three Hours

Maximum : 80 Marks

Part A (Short Answer Questions)

Answer all questions.

Each question carries 1 mark.

1. Define Marketing.
2. Explain Social Marketing.
3. What is Market targeting ?
4. What is PLC ?
5. What is ROI pricing ?
6. Define Branding.
7. What is Labeling ?
8. What are Consumer Goods ?
9. Explain Synchro Marketing.
10. What is Segmentation ?

(10 × 1 = 10)

Part B (Brief Answers)

Answer any eight questions.

Each question carries 2 marks.

11. Explain the concept of Service Marketing ?
12. What do you mean by Brand equity ?
13. What is Viral marketing ?
14. What is Product mix ?

Turn over

15. Who is a retailer ?
16. Distinguish between Marketing and Selling.
17. What is AIDAS ?
18. What is Remarketing ?
19. Explain any *two* features of Service.
20. What do you mean by Relationship Marketing ?
21. Explain Marketing mix.
22. What is Monopoly pricing ?

(8 × 2 = 16)

Part C (Short Essays)

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

23. Briefly explain the functions of marketing.
24. Distinguish between marketing research and market research.
25. Explain logistic management.
26. What are the features of trademark ?
27. Explain primary and secondary packages.
28. What are the benefits of telemarketing ?
29. Distinguish between skimming and penetration pricing.
30. Explain the importance of packaging.
31. What are the elements of logistics ?

(6 × 4 = 24)

Part D (Long Essays)

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

32. What is Buying Motives ? Explain the various factors affecting Buyer Behavior.
33. Describe the role of Modern Marketing in the development of an economy.
34. What is Market Segmentation ? Explain the advantages of market segmentation.
35. What is Pricing ? Explain the factors influencing pricing.

(2 × 15 = 30)