

SECOND SEMESTER B.Com. DEGREE EXAMINATION
MARCH/APRIL 2013

(CCSS)

Vocational

BC2 C02—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Section A

I. This section consists of three bunches of *four* questions. Answer *all* questions.

Choose the most appropriate answer from the alternatives given in brackets :

1 The traditional concept of marketing focuses on :

- (a) Product. (b) Consumer.
(c) Pricing. (d) Promotion.

2 It is the first function in Marketing :

- (a) Production. (b) Selling.
(c) Advertising. (d) Marketing research.

3 The stages of product life-cycle are :

- (a) 8. (b) 6.
(c) 4. (d) 2.

4 When a consumer decides to buy without much logical thinking, the decision is said to be :

- (a) Rational. (b) Emotional.
(c) Inherent. (d) Learned.

II. 5 Goods purchased frequently and consumed fast one grouped under :

- (a) Durable. (b) Speciality.
(c) Emergency. (d) Non-durable.

6 Excess of brand assets over brand liabilities is called :

- (a) Brand loyalty. (b) Brand Cohort.
(c) Brand equity. (d) Brand satisfaction.

7 The method of pricing a product by adding a certain percentage of profit to the cost per unit is :

- (a) Marginal cost pricing. (b) Cost plus pricing.
(c) Break-even pricing. (d) Going rate pricing.

Turn over

- 8 In marketing channels M.O.B. stands for :
- (a) Mode of operation business. (b) Market oriented business.
(c) Mail order business. (d) Most offered business.

III. Fill in the blanks :

9 _____ is one of the techniques used in M. Commerce :

- (a) SMS. (b) VSNL.
(c) BSNL. (d) MLM.

10 _____ is an example for merchant middle men.

- (a) Government. (b) Whole sales.
(c) Consumer. (d) Producer.

11 Telemarketing is a type of _____ retailing :

- (a) Traditional. (b) Modern.
(c) Kiosk. (d) Catalogue.

12 Total list of product which a firm offers to its buyers is called _____.

- (a) Product brand. (b) Product pack.
(c) Product mix. (d) Trademark.

Section B

(3 × 1 = 3 weightage)

*Answer all nine questions in one or two sentences each.
Each question carries a weightage of 1.*

- 13 Define Marketing.
14 What is meant by Promotion ?
15 What do you mean by Branding ?
16 What is meant by Market Segmentation ?
17 What is a consumer good ?
18 Define Packaging ?
19 What do you mean by skimming price policy ?
20 What is E-commerce ?
21 What is meant by Green marketing ?

(9 × 1 = 9 weightage)

Section C

*Answer any five questions in one paragraph each.
Each question carries a weightage of 2.*

- 22 Explain clearly the modern concept of marketing. What are its features ?
- 23 Discuss briefly the objectives of marketing management.
- 24 Enumerate briefly the functions performed by branding.
- 25 Explain briefly the factors affecting pricing decisions of a firm.
- 26 What are the factors to be considered while selecting a suitable channel of distribution ?
- 27 Briefly explain the services rendered by wholesalers.
- 28 Discuss the various kinds of sales promotion.

(5 × 2 = 10 weightage)

Section D

*Answer any two questions.
Each question carries a weightage of 4.*

- 29 What do you mean by rural marketing ? Discuss its features and problems.
- 30 Who is a retailer ? What are the different types of retailing ? Discuss also the functions of retailers in distribution.
- 31 Discuss the factors influencing consumer and buyer behaviour.

(2 × 4 = 8 weightage)