

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2014

(U.G.—CCSS)

Complementary Course

BC 2C 02—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Objective Type Questions.
Answer all twelve questions.

I. Choose the correct answer :—

- 1 Marketing management is most needed when the scope of marketing is :
(a) Local. (b) Regional.
(c) National (d) International.
- 2 Transportation creates a utility :
(a) Time utility. (b) Place utility.
(c) Possession utility. (d) None.
- 3 The last stage in the product life cycle is :
(a) Maturity. (b) Saturation.
(c) Obsolescence. (d) Decline.
- 4 The word personal selling is :
(a) Rigid. (b) Flexible.
(c) Not flexible. (d) None.

Fill in the blanks :—

- 5 Advertising is a — form of non-personal communication.
- 6 The main purpose of brand is —.
- 7 Concept of marketing is a type of — marketing.
- 8 Prestige pricing policy is applied in —.

Turn over

Match the following :—

- 9 Marketing Mix
- 10 Product Positioning
- 11 Product life-cycle
- 12 New Product

- (a) Market Segmentation.
- (b) Skimming price.
- (c) Marketing concept.
- (d) Saturation stage.
- (e) 4 Ps.
- (f) Product line pricing.

(3 × 1 = 3)

II. Short Answer Questions. Answer *all* questions. Each question carries 1 weightage.

- 13 Define marketing.
- 14 What is market segmentation ?
- 15 Define consumer behaviour.
- 16 What is product life cycle ?
- 17 Explain the meaning of labelling.
- 18 Define advertising.
- 19 What is meant by relationship marketing ?
- 20 What is Mail order Business ?
- 21 What is brand loyalty ?

(9 × 1 = 9)

III. Short Essay Questions. Answer any *five* questions. Each question carries 2 weightage.

- 22 Discuss the nature of marketing.
- 23 What are the benefits of market segmentation ?
- 24 What are the steps in buying process ?
- 25 Explain the important product mix variables.
- 26 Describe the factors governing physical distribution system.
- 27 What are the various methods of pricing a new product ?
- 28 What are the advantages of departmental stores ?

(5 × 2 = 10)

IV. Essay Questions. Answer any *two* questions. Each question carries 4 weightage.

- 29 State and explain the different concept of marketing.
- 30 Explain the different types of pricing policies.
- 31 What are the functions and services rendered by retailers ?