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(Pages : 3)

Name.....

Reg. No.....

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MAY 2019

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

(A) Choose the correct answer :

1 Marketing efforts aimed at reducing the demand for a certain product is known as :

- (a) Demarketing. (b) Remarketing.
(c) Social marketing. (d) Mass marketing.

2 The pricing policy under which high initial price is charged for a new product :

- (a) Customary pricing. (b) Penetration pricing.
(c) Skimming pricing. (d) Differential pricing.

3 The wholesaler who deal only in one product is called :

- (a) Speciality wholesalers. (b) Drop shippers.
(c) Wholesale merchants. (d) Industrial distributors.

4 Play win is an on-line :

- (a) Lottery. (b) Auction sale.
(c) Search engine. (d) Email provider.

5 Which is not part of electronic payment system ?

- (a) EFT. (b) ECS.
(c) ATM. (d) Cheque book.

Turn over

(B) Fill in the blanks :

- 6 Legalised brand name is called _____.
- 7 The verbal part of advertisement is known as _____.
- 8 Yatra.com is a _____ portal.
- 9 Those retailers who have no fixed place of business are called _____.
- 10 _____ motives are those influences and considerations which make the buyer to purchase goods from specific shops.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

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

- 11 Write any two functions of packaging.
- 12 What is mega marketing ?
- 13 Write any two factors to be considered while selecting a dealer.
- 14 What is meant by franchise selling ?
- 15 What is M Commerce ?
- 16 What is e-commerce ?
- 17 Which are the social factors influencing consumer behavior ?
- 18 Write any two limitations of sales promotion.
- 19 Who are merchant middlemen ?
- 20 What is dual pricing ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

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

- 21 Bring out recent trends in marketing.
- 22 Briefly explain the factors influencing product mix ?
- 23 Which are the different types of brands ?
- 24 Which are the different kinds of pricing ?

- 25 Who are the major agent middlemen in distribution ?
- ~~26~~ What are the objectives of advertising ?
- ~~27~~ What are the qualities a good advertisement copy ?
- ~~28~~ State the factors influencing promotion mix.

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

- ~~29~~ Briefly explain the functions of marketing management?
- ~~30~~ Explain the factors influencing pricing decisions.
- ~~31~~ Evaluate advertising as promotion tool.

(2 × 15 = 30 marks)

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