

Reg. No. : .....

Name : .....

**Sixth Semester B.Com. Degree Examination, March 2020**

**First Degree Programme Under CBCSS**

**Open Course II : CO 1661.6/CX 1661.6/TT 1661.6/HM 1661.6/CC 1661.6**

**MARKETING MANAGEMENT**

**(2014 Admission Onwards)**

**(Common for Commerce/Commerce & Tax Procedure and  
Practice/Commerce and Tourism and Travel Management/Commerce and  
Hotel Management and Catering/Commerce with Computer Applications)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in one or two sentences each. Each question carries 1 mark.

1. Define marketing management.
2. Explain promotion mix.
3. Define market segmentation.
4. Define product.
5. What is brand equity?
6. What is product life cycle?
7. Explain retailers.

8. Define advertisement copy.
9. Explain internet marketing.
10. What is virtual marketing?

**(10 × 1 = 10 Marks)**

### SECTION – B

Answer any **eight** questions in not exceeding one paragraph each. Each question carries 2 marks.

11. Explain tele marketing.
12. What is de marketing?
13. Explain the patterns of market segmentation.
14. Explain the target market strategies.
15. What is Re marketing?
16. Define promotion.
17. Define advertising.
18. Explain personal selling.
19. Define public relation.
20. Explain service marketing.
21. What is CRM?
22. What is green marketing?

**(8 × 2 = 16 Marks)**

### SECTION – C

Answer any **six** questions in not exceeding 120 words each. Each question carries 4 marks.

23. Briefly explain the various elements of marketing mix.
24. What are the types of customer behaviour?
25. Explain the consumer buying process.
26. What are the Psychological factors influencing customer behaviour?
27. Explain the types of advertisement.
28. Explain the importance of physical distribution system.
29. What are the factors to be considered while selecting a promotion mix?
30. Explain the process of personal selling.
31. Discuss the characteristics of Services.

**(6 × 4 = 24 Marks)**

### SECTION – D

Answer any **two** questions in not exceeding 4 pages each. Each question carries 15 marks.

32. What are the factors determining channels of distribution?
33. Discuss the product development stages.
34. Explain the techniques of product positioning.
35. Discuss the different type of pricing strategies.

**(2 × 15 = 30 Marks)**