

## SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS—UG)

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

## Part A

*Answer all questions.**Each question carries 1 mark.*

(A) Choose the correct answer :

1 \_\_\_\_\_ is the fundamental element of marketing mix.

(a) Product.

(b) Price.

(c) Place.

(d) Promotion.

2 After sales service is a part of :

(a) Core product.

(b) Augmented product.

(c) Tangible product.

(d) Green product.

3 Which one of the following is the most common method of pricing ?

(a) Administered pricing.

(b) Psychological pricing.

(c) Skimming pricing.

(d) Cost plus pricing.

4 Trade mark is a :

(a) Name.

(b) Symbol.

(c) Registered Brand.

(d) Design.

5 \_\_\_\_\_ is concerned with finding ways to reduce the demand for goods.

(a) Meta marketing.

(b) De-marketing.

(c) Mass marketing.

(d) Mega marketing.

Turn over

(B) Fill in the blanks :

- 6 \_\_\_\_\_ is a creative presentation of ad message to make impact on audience.
- 7 Modern marketing proceeds and succeeds \_\_\_\_\_.
- 8 One product-All segment strategy is called \_\_\_\_\_.
- 9 RPM stands for \_\_\_\_\_.
- 10 Risk bearing is a function of \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part B (Short Answer Questions)

Answer any **eight** questions in two or three sentences.

Each question carries 2 marks.

- 11 What is e-tailing ?
- 12 Who is a merchant middle man ?
- 13 What is re-marketing ?
- 14 What do you mean by learned motives ?
- 15 What is meant by retail chains ?
- 16 What is consumer loyalty ?
- 17 What is a speciality shop ?
- 18 What is differentiated marketing ?
- 19 What are price packs ?
- 20 What is sky writing ?

(8 × 2 = 16 marks)

### Part C (Short Essays)

Answer any **six** questions.

Each question carries 4 marks.

- 21 How can a firm build its brand loyalty ?
- 22 State the features of modern concept of marketing.
- 23 How will you determine prices of a product during different stages of PLC ?

- 24 Explain the different forms of direct marketing.
- 25 Explain the steps in target marketing.
- 26 Describe the factors influencing promotion mix.
- 27 What is product positioning ? Explain the steps involved in it.
- 28 Write up the components of brand equity.

(6 × 4 = 24 marks)

#### **Part D (Long Essays)**

*Answer any two questions.*

*Each question carries 15 marks.*

- 29 Explain the determinants of consumer behaviour.
- 30 What is a product policy ? Explain the scope of it.
- 31 Define sales promotion. Explain what are the tools of consumer sales promotion.

(2 × 15 = 30 marks)