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Name.....

Reg. No.....

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

(CUCBCSS—UG)

B.Com.

**BCM 2C 02—MARKETING MANAGEMENT**

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I**

*Answer all questions, each question carries 1 mark.*

(A) Choose the correct answer :

- 1 The concept of marketing mix was developed by :
  - (a) Philip Kotler.
  - (b) N H Borden.
  - (c) William J Stanton.
  - (d) None of these.
- 2 Sub-dividing of market into homogeneous sub-sections of customers is known as :
  - (a) Target marketing.
  - (b) Market segmentation.
  - (c) Product differentiation.
  - (d) None of these.
- 3 Anything that has ability to satisfy needs and wants of the consumer is known as :
  - (a) Price.
  - (b) Package.
  - (c) Product.
  - (d) Promotion.
- 4 The retailer sells goods in \_\_\_\_\_.
  - (a) Small quantity.
  - (b) Huge quantity.
  - (c) Not enough.
  - (d) None of these.
- 5 White revolution relates with :
  - (a) Fish.
  - (b) Milk.
  - (c) Service.
  - (d) None of these.

**Turn over**

(B) Fill in the blanks :

- 6 FMCG stands for \_\_\_\_\_.
- 7 \_\_\_\_\_ goods are purchased for final consumption.
- 8 EFT means \_\_\_\_\_.
- 9 Transportation creates \_\_\_\_\_ utility.
- 10 The market where product is sold by only one seller known as \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

Answer any **eight** questions, each question carries 2 marks.

11. What do you mean by market positioning ?
12. What do you mean by advertising ?
13. What do you mean by price skimming ?
14. What do you mean by product modification ?
15. What do you mean by product line ?
16. What do you mean by relationship marketing ?
17. Mention any *two* objectives of advertising.
18. What do you mean by odd pricing ?
19. Define service.
20. What is B2C business ?

(8 × 2 = 16 marks)

### Part III (Short Essays)

Answer any **six** questions, each question carries 4 marks.

21. Briefly explain the features of modern marketing.
22. What are the objectives of product diversification ?
23. Explain the different types of sales promotion techniques.
24. Explain the different marketing concepts.
25. What are the factors influencing consumer behavior ?



26. What are the characteristics of services ?
27. What are the importance or objectives of sales promotion ?
28. Explain the problems involved in the marketing of services.

(6 × 4 = 24 marks)

#### **Part IV (Long Essays)**

*Answer any two questions, each question carries 15 marks.*

29. Define Sales Promotion. What are the merits and demerits of sales promotion ?
30. What do you mean by product innovation ? What are the factors influencing product innovation ? Explain the different product innovation strategies.
31. What do you mean by market segmentation ? Explain the steps in market segmentation process.

(2 × 15 = 30 marks)