C 4323　　　　　　　　(Pages : 2)　　　　Name..

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SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2021

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

Time : Two Hours and a Half　　　　　　　　　　　　　　Maximum : 80 Marks

Section A

Answer at least **ten** *questions.*
Each question carries 3 marks.
All questions can be attended.
Overall Ceiling 30.

1. State the major roles of marketing system.

2. Why is value important in marketing ?

3. Why is technology important in marketing ?

4. Why is understanding of marketing management philosophies important?

5. Define the term 'Service'.

6. What do you mean by 'potential product' ?

7. What do you mean by consumer behaviour ?

8. Define Labelling.

9. How do you create value in marketing ?

10. What do you mean by marketing channels ?

11. Why is channel design important ?

12. What is marketing communication mix ?

13. State the importance of public relation in marketing.

14. What are the E-Commerce business models ?

15. What are some limitations of M-Commerce ?

(10 × 3 = 30 marks)

Turn over

Section B

Answer at least **five** *questions.*
Each question carries 6 marks.
All questions can be attended.
Overall Ceiling 30:

16. What are the essential requirements for safe e-payments/transactions ?

17. Discuss the major characteristics of consumer behaviour.

18. Explain mass marketing or undifferentiated marketing with an example.

19. What are the major channel functions in marketing ?

20. Explain the effectiveness of advertising in media.

21. What are the sources of new product ideas ?

22. Discuss the application of the concept of product life cycle in the development of a new product.

23. What is personal selling ? When it is required ?

(5 × 6 = 30 marks)

Section C

Answer any **two** *questions.*
Each question carries 10 marks.

24. Define Packaging and what are its qualities and functions ?

25. State the strategies in new products development.

26. Explain the major steps involved in designing a distribution channel.

27. What are the functions of retailing and what are the different types of retailers ?

(2 × 10 = 20 marks)