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Name.....

Reg. No.....

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2023**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

(A) Choose the correct answer :

- 1 _____ is the only revenue generating element in the marketing mix.
(a) Promotion. (b) Product.
(c) Place. (d) Price.
- 2 EFT stands for :
(a) Electronic Fund Transfer. (b) Efficient Fund Transfer.
(c) Electronic Fees Transfer. (d) Economic Fund Transfer.
- 3 No middle men are involved in :
(a) Wholesale trade. (b) Retail trade.
(c) Direct marketing. (d) Indirect marketing.
- 4 Products includes :
(a) Goods. (b) Services.
(c) Ideas. (d) All the Above.
- 5 _____ goods are consumed fast and are purchased frequently.
(a) Durable goods. (b) Non-durable goods.
(c) Industrial goods. (d) Shopping goods.

Turn over

(B) Fill in the blanks :

- 6 When a brand name or brand mark is registered and legalized it becomes _____.
- 7 _____ is the process of getting products and services where they are required and whenever they are desired.
- 8 _____ are goods the consumer does not know about or does not normally think of buying.
- 9 _____ act as a connecting link between wholesaler and consumers.
- 10 _____ is the amount paid by the buyer to the seller for a product.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

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

- 11 What do you mean by a market ?
- 12 Who are itinerant retailers ?
- 13 What do you mean by market segmentation ?
- 14 What is meant by penetration pricing policy ?
- 15 What do you mean by branding ?
- 16 List out any four advantages of packaging.
- 17 What do you mean by E-commerce ?
- 18 What is meant by a guarantee ?
- 19 List out any two differences between a product and a service.
- 20 What is an E-wallet ?

(8 × 2 = 16 marks)

Part III (Short Essays)

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

- 21 List out any *four* advantages and limitations of labelling.
- 22 Distinguish between advertisement and personal selling.

- 23 “Marketing creates five types of values”. What are they ?
- 24 Explain various stages or phases of the Product Life Cycle.
- 25 Explain the various steps or stages involved in the market segmentation process.
- 26 List out any *four* benefits and limitations of E-commerce.
- 27 What are the various services rendered or offered by the wholesalers ?
- 28 List out the various advantages or benefits of sales promotion.

(6 × 4 = 24 marks)

Part IV (Long Essays)

*Answer any **two** questions.*

Each question carries 15 marks.

- 29 List out the various steps involved in setting the price. What are the various methods of pricing ?
- 30 What is Marketing ? Explain the various importance or advantages of marketing.
- 31 What are the key elements of the marketing communication mix ? Also, explain the various factors affecting marketing communication mix decisions.

(2 × 15 = 30 marks)