C 42872	(Pages: 3)	Name
		Reg. No
SECOND SEMESTER	R (CUCBCSS—UG) DI	EGREE EXAMINATION
	APRIL 2023	
	B.Com.	
BCM 2C	02—MARKETING MAN	JAGEMENT
	(2017—2018 Admissions	s)
Time: Three Hours		Maximum: 80 Marks
	Part I	
	Answer all questions. Each question carries 1 ma	rk.
(A) Choose the correct answer:	question currect	
1 ————————————————————————————————————	only revenue generating eler	ment in the marketing mix.
(a) Promotion.	(b) Product	
(c) Place.	(d) Price.	
2 EFT stands for :		
(a) Electronic Fund T	Transfer. (b) Efficien	t Fund Transfer.
(c) Electronic Fees Tr	ransfer. (d) Econom	ic Fund Transfer.
3 No middle men are invol	lved in :	
(a) Wholesale trade.	(b) Retail tr	rade.
(c) Direct marketing.	. (d) Indirect	marketing.
4 Products includes:		
(a) Goods.	(b) Services	S.

(d) All the Above.

(b) Non-durable goods.

(d) Shopping goods.

goods are consumed fast and are purchased frequently.

Turn over

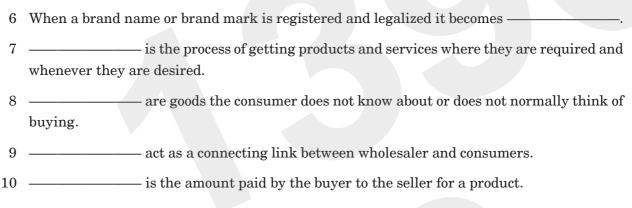
(c) Ideas.

(a) Durable goods.

(c) Industrial goods.

2 C 42872

(B) Fill in the blanks:



 $(10 \times 1 = 10 \text{ marks})$

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?

 $(8 \times 2 = 16 \text{ marks})$

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.

3 C 42872

- 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.

 $(6 \times 4 = 24 \text{ marks})$

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.

 $(2 \times 15 = 30 \text{ marks})$