

C 43115

(Pages : 2)

Name.....

Reg. No.....

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

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 2 marks.**(ceiling 25 marks)*

1. What do you mean by differentiated marketing ?
2. Define Consumer Behaviour.
3. What is Eavesdropping ?
4. Distinguish between consumer and customer.
5. What is target marketing ?
6. Explain the features of advertising.
7. What is grade label ?
8. Explain the features of personal selling.
9. What is cost plus pricing ?
10. Explain the importance of public relations.
11. What is channel conflict ?
12. Explain the different elements of logistics.
13. What are the advantages of Word- of-Mouth marketing ?
14. Explain the advantages of m- commerce.
15. What is Phishing ?

Turn over

Section B

*Answer all questions.
Each question carries 5 marks.
(ceiling 35 marks)*

16. Explain the process of consumer decision making.
17. Distinguish between traditional marketing and e- marketing.
18. Explain the various steps of target marketing.
19. Distinguish between physical distribution and logistics.
20. Explain the benefits of IMC.
21. Explain the functions of the channel of distribution.
22. Distinguish between direct marketing and advertising.
23. Explain the advantages and limitations of labelling.

Section C

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

24. Explain different security tools used for managing risks in internet marketing.
25. What do you mean by channel of distribution ? Explain the factors to be considered while selecting a suitable channel of distribution.
26. Explain the principles and advantages of personal selling.
27. Write the meaning and definition of e- commerce. Explain its advantages and limitations.

(2 × 10 = 20 marks)

C 43115-A**(Pages : 4)****Name.....****Reg. No.....****SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2023****B.Com.****BCM 2C 02—MARKETING MANAGEMENT****(2019—2022 Admissions)****(Multiple Choice Questions for SDE Candidates)****Time : 15 Minutes****Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 2C 02—MARKETING MANAGEMENT
(Multiple Choice Questions for SDE Candidates)

1. Marketing is a :
 - (A) Goal oriented.
 - (B) Social Process.
 - (C) Exchange process.
 - (D) All of these.
2. If a company is busy with defending its existing market against the competitors, it is engaged in :
 - (A) Conventional marketing.
 - (B) Developmental marketing.
 - (C) Maintenance marketing.
 - (D) Remarketing.
3. The way a product is defined by consumers on important attributes is called :
 - (A) Position.
 - (B) Segment.
 - (C) Target.
 - (D) Strategy.
4. Perception is a selective process directed by :
 - (A) Social influences on the consumer.
 - (B) Advertising.
 - (C) Consumers current predisposition and attitudes.
 - (D) Product price.
5. Product that have special features for which buyers make special efforts to buy are called :
 - (A) Shopping products.
 - (B) Emergency products.
 - (C) Specialty product.
 - (D) None of these.
6. Which of the following is not a stage in the PLC ?
 - (A) Introduction.
 - (B) Activation.
 - (C) Decline.
 - (D) Maturity.
7. The consumer does not know whether to buy toothpaste, mouthwash, or an antiseptic gargle, or some mint. It suggests that he want to seek :
 - (A) Tangible benefits.
 - (B) Intangible benefits.
 - (C) Augmented product.
 - (D) Single product with multiple features.

8. How do manufactures reach directly to customers :
- (A) Factory outlet. (B) Wholesalers.
(C) Independent retailers. (D) None of these.
9. The strategy of choosing one attribute to excel to create competitive advantage is known as :
- (A) Unique selling proposition. (B) Under positioning.
(C) Over positioning. (D) Confused positioning.
10. Which of the following is not a tool of consumer promotion ?
- (A) Samples. (B) Discounts.
(C) Coupons. (D) Buying allowance.
11. Medical treatment with ayurvedic massage is an example of :
- (A) Pure tangible good. (B) Hybrid.
(C) Pure service. (D) None of these.
12. Segmentation on the basis of values and attitudes and behavioral patterns is an example of :
- (A) Geographic location. (B) Cultural factors.
(C) Economic factors. (D) Political and legal factors.
13. The first step in the market segmentation process is to :
- (A) Position offer in the market. (B) Segment in the market.
(C) Target market. (D) Define the market.
14. The pricing strategy used to set prices of the products that are must be used with the main product is called :
- (A) Optional product pricing. (B) Product line pricing.
(C) Competitive pricing. (D) Captive product pricing.
15. The pricing strategy in which prices are set lower to actual price to trigger short term sales is classified as :
- (A) Promotional pricing. (B) Short term pricing.
(C) Quick pricing. (D) Cyclical pricing.

Turn over

16. When the new developed product concept is tested, the next immediate step is to :
- (A) Develop market strategy. (B) Develop a testing technique.
(C) Develop intermediaries. (D) Develop logistic network.
17. In PLC stages, the stage in which sales and profits declines is called :
- (A) Decline stage. (B) Less improved stage.
(C) Product maturity stage. (D) Non-innovative stage.
18. The stage of product life cycle in which the product has achieved acceptance from its potential buyers is called :
- (A) Maturity stage. (B) Productive stage.
(C) Improved market stage. (D) Profit achieved stage.
19. The process which involves controlling, implementing and planning the materials and final goods to meet final customer at high profits is classified as :
- (A) Exclusive distribution. (B) Exclusive dealing.
(C) Physical distribution. (D) Supply chain management.
20. The total number of level of intermediaries represent the :
- (A) Width of channel. (B) Length of channel.
(C) Divisors of channel. (D) Flexibility of channel.