

C 22022

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Name.....

Reg. No.....

SECOND SEMESTER (CBCSS-UG) DEGREE EXAMINATION, APRIL 2022

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer atleast ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall ceiling 30.*

1. Define Marketing management.
2. What is market segmentation ?
3. What is brand equity ?
4. What do you mean by Packaging ?
5. Define product differentiation.
6. What is channels of distribution ?
7. What do you mean by sales promotion ?
8. What is E-commerce ?
9. Point out the objectives of Branding.
10. What is window display ?
11. What are public relations ?
12. Write the characteristics of marketing.
13. What is Product positioning ?
14. What is skimmed pricing ?
15. What are the objectives of personal selling ?

(10 × 3 = 30 marks)

Turn over

Section B

*Answer atleast **five** questions.
Each question carries 6 marks.
All questions can be attended.
Overall ceiling 30.*

16. What is Relationship marketing ? Explain its importance.
17. Explain the merits of sales promotion.
18. Describe about 'Niche marketing'.
19. Explain Marketing mix.
20. Differentiate between product and service.
21. Explain the demographic basis of market segmentation.
22. What are the challenges of rural marketing ?
23. Describe the functions of retailer.

(5 × 6 = 30 marks)

Section C

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

24. What is consumer behaviour. What are the factors affecting consumer behaviour ?
25. Explain merits and demerits of Advertising.
26. Explain the security issues related to E- Marketing.
27. Elucidate service-marketing mix.

(2 × 10 = 20 marks)