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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2024**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

*Answer should be written in English only.***Section A***Answer all questions.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. What do you mean by merchandising ?
2. Distinguish between consumer behaviour and buyer behaviour.
3. Explain the emotional value of marketing.
4. What do you mean by concentrated marketing ?
5. What are durable goods ?
6. What is slow penetration strategy ?
7. What is break even pricing ?
8. What are the functions of retailers ?
9. Explain the role of marketing communication.
10. Define sales promotion.
11. Explain the objectives of public relation.
12. What are the advantages of interactive marketing ?
13. What do you mean by M-Commerce ?
14. What is EFT ?
15. What is Spoofing ?

**Turn over**

**Section B**

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

16. Explain various approaches of target marketing strategies.
17. Explain different methods of segmentation.
18. Distinguish between advertising and sales promotion.
19. Explain the importance of E- marketing.
20. What are the elements of distribution mix ?
21. Explain the essential qualities of a good E-payment system.
22. What do you mean by brand equity ? Explain elements of brand equity.
23. Distinguish between products and brands.

**Section C**

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

24. What is product development ? Explain the stages of new product development.
25. Define Marketing. Explain the importance of marketing.
26. What is sales promotion ? Explain different kinds of sales promotion.
27. What do you mean by e-commerce models ? Explain different kinds of e-commerce models.

(2 × 10 = 20 marks)

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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)

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**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2022**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 2 marks.**Ceiling 25 marks.*

1. What is mass marketing ?
2. Which are the 7 P's in service marketing ?
3. What is rural marketing ?
4. What is the product/commodity approach to marketing study ?
5. What is brand equity ?
6. What you mean by product policy ?
7. What is product mix ?
8. What is horizontal marketing system ?
9. What is channel conflict ?
10. Who is an itinerant retailer ?
11. What is push blend in promotion ?
12. What is mail order business ?
13. What is meant by buying habits ?
14. Define E commerce ?
15. What you mean by logistic management ?

**Turn over**

**Part B**

*Answer all questions.  
Each question carries 5 marks.  
Ceiling 35 marks.*

16. Give a brief note on the evolution of marketing.
17. Explain the differences between marketing and selling.
18. What are the advantages of knowing the product life cycle ?
19. Explain the customer value hierarchy.
20. Explain different types of sales promotion.
21. What are the advantages of advertising to customers ?
22. What are the different types of E commerce business models ?
23. Differentiate between personal selling and advertisement.

**Part C**

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

24. Explain the importance of marketing to the society.
25. What are the factors affecting pricing decision ?
26. Who is a Retailer ? Explain his functions and services.
27. Define online marketing. What are the benefits of online marketing ?

(2 × 10 = 20 marks)

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**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)



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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 ?

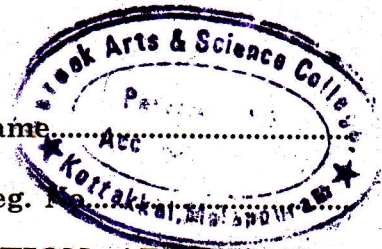
(2 × 10 = 20 marks)

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Name.....

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**SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020**

(CBCSS—UG)

B.Com.

**BCM 2C 02—MARKETING MANAGEMENT**

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer all questions. (2 marks each) (Max. 25 Marks)*

1. What is Rural Marketing in India ?
2. What are the 4 A's of rural marketing ?
3. What is the role of service marketing ?
4. What is the marketing concept philosophy ?
5. What are product levels in marketing ?
6. Why are warranties important to customers ?
7. What is pricing policy ?
8. What do you mean by 'desired value' ?
9. What do you mean by 'reverse logistics' ?
10. What is the role of competition in marketing ?
11. What are the major elements of direct marketing ?
12. What is personal selling and sales promotion ?
13. Define 'word of mouth marketing'.
14. What are the advantages of e-marketing ?
15. What are the main activities of e-commerce ?

Turn over

**Section B**

*Answer all questions. (5 marks each) (Max. 35 marks)*

16. What are the causes of channel conflict ?
17. What are the benefits of integrated marketing communication ?
18. What types of electronic payment systems are required in e-commerce ?
19. What are the impacts of e-commerce in India ?
20. What is the role of public relations in marketing ?
21. What are the four steps to designing marketing channels in their correct order ?
22. What do you mean by product life cycle marketing strategies ?
23. What are the major differences between goods and services ?

**Section C**

*Answer any two of the following. (10 marks each)*

24. Write a note on 'Brand Equity'.
25. What are the factors influencing 'Consumer Behaviour' ?
26. What do you mean by pricing strategies in marketing ? What are the major pricing strategies ?
27. What do you mean by sales promotion ? State its major objectives.