

E 4125

(Pages : 2)

Reg. No.

Name



B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2012

Third Semester

Core Course-7—MARKETING MANAGEMENT

(Common for Model I, Model II and UGC Sponsored B.Com. Degree Programmes)

Time : Three Hours

Maximum Weight : 25

Answers may be written either in English or in Malayalam.

Section A

This Section consists of four bunches of four questions each.

Each bunch carries a weight of 1.

Answer all questions.

I. Choose the correct answer from the choices given :-

1. The basic objective of marketing function is to link :
(a) Wholesaler and Retailer. (b) Producer and Retailer.
(c) Producer and Advertiser. (d) Producer and consumer.
2. Segmentation can be done on the basis of :
(a) Product. (b) Measurability.
(c) Geographic location. (d) Price.
3. Product Line refers to :
(a) A specific product or brand.
(b) A group of closely related products.
(c) A set of all products offered for sale by a company.
(d) All of the above.
4. Product-Mix is :
(a) One dimensional. (b) Two dimensional.
(c) Three dimensional. (d) Four dimensional.

II. Fill in the blanks :-

5. The concept of marketing as delivery of standard was originated by _____.
6. The concept of _____ is based on the assumption that the markets are heterogeneous.
7. Decline is the _____ stage in the Product Life Cycle.
8. Perishable goods require _____ selling.

III. State whether the following statements are True or False :-

9. The channel of distribution helps the producers.
10. The pricing policy should be cost oriented.
11. The Product Life Cycle concept is an imaginary concept.
12. Comfort is a secondary buying motive.

Turn over

IV. Match the following :-

- | | |
|---------------|---------------------------|
| 13. Habit | (a) Uneducated. |
| 14. Label | (b) Protection. |
| 15. Brand | (c) Soft drinks. |
| 16. Packaging | (d) Strong buying motive. |
| | (e) Identification. |

(4 × 1 = 4)

Section B*Answer any five questions.**Each question carries a weight of 1.*

17. Define 'Marketing'.
18. What is demarketing.
19. What is test marketing ?
20. What is product mix ?
21. What is multibranding ?
22. Who is a wholesaler ?
23. What is meant by Maturity Stage ?
24. What is meant by brand image ?

(5 × 1 = 5)

Section C*Answer any four questions.**Each question carries a weight of 2.*

25. State any *three* characteristics of E-markets.
26. Discuss the importance of Marketing to society.
27. What are the merits of cost plus pricing ?
28. What is a Reference Group ?
29. What is Synchromarketing ?
30. Discuss the merits of branding from the point of view of consumers.

(4 × 2 = 8)

Section D*Answer any two questions.**Each question carries a weight of 4.*

31. Explain the main components of Modern concept of Marketing.
32. State and explain the essential conditions or successful market segmentation.
33. Discuss the stages of the Product Life Cycle of a product.

(2 × 4 = 8)