

E 9167

(Pages : 2)

Reg. No.

Name.

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2014

Third Semester

Core 7—MARKETING MANAGEMENT

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

[2013 Admissions]

Time : Three Hours

Maximum : 80 Marks

Part A (Short Answer Questions)

*Answer all questions.
Each question carries 1 mark.*

1. What is Product Mix ?
2. What is Remarketing ?
3. What is Product concept of marketing ?
4. Expand SWOT.
5. Who is a Market Manager ?
6. What is Concept testing ?
7. What is Going Rate Pricing ?
8. What is a Simulated market ?
9. What is a Brand ?
10. What is Individual Marketing ?

(10 × 1 = 10 marks)

Part B (Brief Answers)

*Answer any eight questions.
Each question carries 2 marks.*

11. Explain the concept of Demarketing,
12. What is PLC ?
13. What is Geographical Segmentation ?
14. What is a Product Line ?
15. What is Product Specialisation ?
16. What is Line Extension ?
17. What is Labelling ?

Turn over

18. What is Trademark ?
19. Explain any two characteristics of Service.
20. What is Break-Even Point ?
21. Explain Product Differentiation.
22. Explain Geographical Pricing.

(8 × 2 = 16 marks)

Part C (Short Essays)

*Answer any six questions.
Each question carries 4 marks.*

23. Distinguish Price Penetration from Price Skimming.
24. Who are the various persons (elements) involved in a marketing channel ?
25. What are the advantages of Telemarketing ?
26. Write note on :
 - (a) Brand Loyalty ;
 - (b) Brand Equity.
27. State some of the advantages of having a proper logistic system.
28. What are the various steps in Marketing Process ?
29. What are the advantages of having a Marketing Research System in an organisation ?
30. Distinguish between Marketing Research and Market Research.
31. What is the significance of Product testing ?

(6 × 4 = 24 marks)

Part D (Long Essays)

*Answer any two questions.
Each question carries 15 marks.*

32. What is Market Segmentation ? What are the different ways of Marketing Segmentation? What are the advantages of segmenting markets ?
33. What is Pricing? What is the significance of Pricing ? What are the various types of pricing methods ?
34. Present a comparative study between the traditional and modern concept of marketing.
35. Define Marketing Channel. What are the factors to be considered while choosing a channel of distribution ?

(2 × 15 = 30 marks)