

B.Com. DEGREE (CBCSS) EXAMINATION, NOVEMBER 2010**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 Marketing aims at profit through :

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|------------------------------|--------------------------------|
| (a) Customer's satisfaction. | (b) Producer's satisfaction. |
| (c) Agents satisfaction. | (d) Wholesaler's satisfaction. |

2 Storage and warehousing creates :

- | | |
|-------------------------------|----------------------|
| (a) Time utilities. | (b) Place utilities. |
| (c) Time and place utilities. | (d) None of these. |

3 A one-level channel contains one selling intermediary, such as a :

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|---------------|-----------------|
| (a) Consumer. | (b) Wholesaler. |
| (c) Jobber. | (d) Retailer. |

4 The strategy of selling products to small is known as :

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|----------------------------|-----------------------|
| (a) Niche marketing. | (b) Target marketing. |
| (c) Specialised marketing. | (d) Mass marketing. |

II. Fill in the blanks :

- 5 Product is a bundle of ——— consisting of various product features and accompanying services.
- 6 Market-logistics decisions consists ——— major decisions.
- 7 ——— is the device used to stimulate demand for the product.
- 8 ——— includes all activities incident to selling to the ultimate consumer.

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

- 9 Product development means production of goods.
- 10 Marketing mix consists of four elements.
- 11 Advertising on radio is losing importance in comparison with television.
- 12 Marketing does not create goodwill for firm.

IV. Match the following :—

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|------------------|----------------------|
| 13 Product costs | (a) Packing. |
| 14 Plastic Jars | (b) Middlemen. |
| 15 Advertisement | (c) Price fixation. |
| 16 Retailer | (d) Newspaper. |
| | (e) Sales promotion. |

(4 × 1 = 4 weight)

Section B

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

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|-------------------------------|----------------------------------|
| 17 What is demarketing ? | 18 Define tele marketing. |
| 19 What is target marketing ? | 20 Define Product. |
| 21 What is promotion mix ? | 22 What is market segmentation ? |
| 23 What is skimming price ? | 24 Who is a wholesaler ? |

(5 × 1 = 5 weight)

Section C

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

- 25 State the objectives of marketing.
- 26 What is cost plus pricing ?
- 27 Discuss the factors which influence selection of channels of distribution.
- 28 Define brand and explain branding strategies.
- 29 State the scope of E-marketing.
- 30 Distinguish between brand and trademark.

(4 × 2 = 8 weight)

Section D

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

- 31 How would you develop a pricing strategy for new product ?
- 32 Describe the role of marketing in the development of an economy.
- 33 Why study of buyer behaviour is very important ? Justify.

(2 × 4 = 8 weight)