

E 1970

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Reg. No.....

Name.....

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2011**

**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 bunch carries a weight of 1.*

*Answer all questions.*

**Bunch I**

I. Choose the correct answer from the choices given :

1 Market segmentation is :

(a) Dealers oriented.

(b) Customers oriented.

(c) Owners oriented.

(d) Workers oriented.

2 Pride as buying motive is :

(a) Strong.

(b) Weak.

(c) Satisfactory.

(d) None of these.

3 The concept of product life cycle is a warning to :

(a) Consumers.

(b) Government.

(c) Producers.

(d) Middle men.

4 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.

**Bunch II**

II. Fill in the blanks :

5 The concept of ——— is based on the assumption that the markets are heterogeneous.

6 ——— price policy method is applied in luxury goods.

7 ——— is the process of finding and fixing the names of identification.

8 Under ——— pricing policy, the price of a new product fixed at the initial stage is low.

**Turn over**

## Bunch III

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

- 9 The product life-cycle concept is an imaginary concept.
- 10 After sale service is not a part of marketing management.
- 11 Market segmentation increases marketing efficiency.
- 12 Romance is a strong buying motive.

## Bunch IV

IV. Match the following :—

- |                     |                       |
|---------------------|-----------------------|
| 13 Label            | (a) Faltering demand. |
| 14 Retailers        | (b) Irregular demand. |
| 15 Remarketing      | (c) Price fixation.   |
| 16 Synchromarketing | (d) Uneducated.       |
|                     | (e) Middlemen.        |

(4 × 1 = 4)

## Section B

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

- 17 What is micromarketing ?
- 18 What is Electronic shopping ?
- 19 What is brand name ?
- 20 Define "channel of distribution".
- 21 Define "Product".
- 22 What is "multibranding" ?
- 23 What is Viral marketing ?
- 24 What is product image ?

(5 × 1 = 5)

## Section C

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

- 25 Mention the advantages of Labelling.
- 26 Distinguish between Sales Management and Marketing Management.
- 27 State any *three* characteristics of E-markets.
- 28 Discuss the importance of Marketing to the Firm.

- 29 Discuss the importance of Physical Distribution System.
- 30 Explain the characteristics of a good brand.

(4 × 2 = 8)

#### Section D

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

- 31 Discuss important buying motives.
- 32 Discuss the stages of the product life-cycle of a product.
- 33 Discuss the importance of market segmentation.

(2 × 4 = 8)