

**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)