

**B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2013****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.*

I. Choose the correct answer from the choices given :

1. Business through telecommunication network is called \_\_\_\_\_.  
(a) M Business. (b) Telemarketing.  
(c) E Marketing. (d) Mail Order Business.
2. Skimming price is applicable to :  
(a) new product. (b) old product.  
(c) outdated product. (d) None of these.
3. The concept of marketing mix was developed by :  
(a) Philip Kotler. (b) W.J. Stanton.  
(c) Prof. N.H. Borden. (d) Clark and Clark.
4. The aim of every business is :  
(a) profit maximization . (b) prevent competition.  
(c) price stabilization. (d) survival.

II. Fill in the blanks :

5. Sub-division of market into homogeneous subgroups is called \_\_\_\_\_.
6. The last stage of product life cycle is \_\_\_\_\_.
7. The application of marketing technique to social situation is called \_\_\_\_\_.
8. CRM stands for \_\_\_\_\_.

**Turn over**

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

9. Packing is a tool of promotion.
10. Skimming strategy fixes a high price for the product.
11. Concentrated marketing is also known as Niche marketing.
12. Registration of trademark is compulsory.

IV. Match the following :

- |                           |                                |
|---------------------------|--------------------------------|
| 13. Business logistics    | (a) Umbrella brand.            |
| 14. Facilitating function | (b) Service.                   |
| 15. Intangible product    | (c) Identification.            |
| 16. Brand                 | (d) Financing.                 |
|                           | (e) Physical and distribution. |

(4 × 1 = 4)

### Section B

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

17. Define Grading.
18. What is a product ?
19. What is demographic segmentation ?
20. What is brand loyalty ?
21. Define Advertising.
22. What is product line ?
23. What is odd price ?
24. What is penetration pricing ?

(5 × 1 = 5)

### Section C

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

25. What are the advantages of branding ?
26. Distinguish between departmental shops and multiple shops.
27. What are the steps in the process of market segmentation ?
28. What are the elements of marketing mix ?

29. What is logistics management? Describe different types of logistics ?
30. How does E Marketing work ?

(4 × 2 = 8)

**Section D**

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

31. Discuss the importance of marketing segmentation.
32. Discuss the important branding strategies.
33. What is pricing ? Explain the significance of objectives of pricing.

(2 × 4 = 8)