

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2015**Third Semester****Core 7—MARKETING MANAGEMENT**

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

(2013 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

Part A (Short Answer Questions)

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

1. What is Marketing ?
2. What is E- marketing ?
3. Explain Segmentation.
4. What do you mean by Buying motive ?
5. Explain Brand equity.
6. What is PLC ?
7. Define Branding.
8. What is Product positioning ?
9. What are Industrial goods ?
10. What is Cost plus pricing ?

(10 × 1 = 10)

Part B (Brief Answers)

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

11. What is a Simulated market ?
12. Explain Going rate pricing.
13. What is Marketing mix ?
14. Explain the concept of Social marketing.
15. Who is a Wholesaler ?
16. What is Personal selling ?

Turn over

17. What is Reciprocal buying ?
18. Explain Monopoly pricing.
19. What is Product specialization ?
20. What is Trademark ?
21. Explain Product differentiation.
22. Explain any *two* features of service.

(8 × 2 = 16)

Part C (Short Essays)

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

23. Briefly explain the Modern marketing concept.
24. What are the Objectives of pricing ?
25. Explain A I D A S formula.
26. What is the relevance of Packaging ?
27. What are the merits of Logistics system ?
28. Distinguish between Skimming and Penetration pricing.
29. What is Brand loyalty ? Give *two* examples.
30. What are the features of Trademark ?
31. Distinguish between Marketing and Selling.

(6 × 4 = 24)

Part D (Long Essays)

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

32. Discuss the functions and importance of Modern Marketing.
33. Discuss the important methods of Pricing with advantages and disadvantages of each.
34. Bring out the meaning of Channel of distribution in marketing and State the factors to be considered while choosing a suitable channel of distribution.
35. Discuss the different Buying motives and explain the factors influencing Consumer buying decisions.

(2 × 15 = 30)