

D 103694

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2024**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

*Answer should be written in English only.***Section A***Answer all questions.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. What do you mean by merchandising ?
2. Distinguish between consumer behaviour and buyer behaviour.
3. Explain the emotional value of marketing.
4. What do you mean by concentrated marketing ?
5. What are durable goods ?
6. What is slow penetration strategy ?
7. What is break even pricing ?
8. What are the functions of retailers ?
9. Explain the role of marketing communication.
10. Define sales promotion.
11. Explain the objectives of public relation.
12. What are the advantages of interactive marketing ?
13. What do you mean by M-Commerce ?
14. What is EFT ?
15. What is Spoofing ?

Turn over

Section B

*Answer all questions.
Each question carries 5 mark.
(Ceiling 35 marks)*

16. Explain various approaches of target marketing strategies.
17. Explain different methods of segmentation.
18. Distinguish between advertising and sales promotion.
19. Explain the importance of E- marketing.
20. What are the elements of distribution mix ?
21. Explain the essential qualities of a good E-payment system.
22. What do you mean by brand equity ? Explain elements of brand equity.
23. Distinguish between products and brands.

Section C

*Answer any two questions.
Each question carries 10 marks.*

24. What is product development ? Explain the stages of new product development.
25. Define Marketing. Explain the importance of marketing.
26. What is sales promotion ? Explain different kinds of sales promotion.
27. What do you mean by e-commerce models ? Explain different kinds of e-commerce models.

(2 × 10 = 20 marks)

D 103694–A

(Pages : 4)

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(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 2C 02—MARKETING MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Cultural factors consists of culture, subculture and ————.
 - (A) Social influence.
 - (B) Social class.
 - (C) Both of them.
 - (D) None of them.
2. Who has coined the term USP ?
 - (A) Rosser reeves.
 - (B) Peter drucker.
 - (C) Theodore levitt.
 - (D) None of them.
3. Dividing buyers into groups based on their knowledge, attitude, uses or responses to a product is called :
 - (A) Geographic segmentation.
 - (B) Demographic segmentation.
 - (C) Psychographic segmentation.
 - (D) Behavioral segmentation.
4. Products that consumers buy after comparing suitability, quality, price etc of different brands are called.
 - (A) Convenience products.
 - (B) Consumer products.
 - (C) Shopping products.
 - (D) None of these.
5. The most basic level of a product is called :
 - (A) Core product.
 - (B) Actual product.
 - (C) Basic product.
 - (D) Fundamental product.
6. Which of the following is not a none store retailing ?
 - (A) Telemarketing.
 - (B) Direct marketing.
 - (C) Kiosk marketing.
 - (D) Retail chains.
7. The concept of UPS was introduced by :
 - (A) Theodore- levitt.
 - (B) NH borden.
 - (C) Rosser reeves.
 - (D) None of them.

8. The process of direct communication between the sales person and a prospect is called :
- (A) Direct marketing. (B) Personal selling.
(C) Advertising. (D) None of these.
9. Gaining competitive advantage through speedy or careful delivery is an example of which type of differentiation ?
- (A) Product (B) Services.
(C) Personnel. (D) Image.
10. What does the term PLC stands for ?
- (A) Product life cycle. (B) Production life cycle.
(C) Product long cycle. (D) Production long cycle.
11. The personal selling step in which the sales person asks for an order to the customer is classified as :
- (A) Shipper approach. (B) Handling shipment.
(C) Closing (D) Follow up.
12. The pricing strategy used to set prices of the products that are must be used with the main product is called :
- (A) Optional product pricing. (B) Product line pricing.
(C) Competitive pricing. (D) Captive product pricing.
13. The pricing strategy in which prices are set lower to actual price to trigger short term sales is classified as :
- (A) Promotional pricing. (B) Short term pricing.
(C) Quick pricing. (D) Cyclical pricing.
14. The kind of reduction made to those buyers who buy large volumes of products is classified as :
- (A) Cash discount. (B) Seasonal discount.
(C) Functional discount (D) Quantity discount.

Turn over

15. The PLC concept which consists of longest life cycles is classified as :
- (A) Product classes. (B) Product forms.
(C) Branding. (D) Product perception.
16. The retail stores such as Best Buy, Staples and Pet Smart are examples of :
- (A) Superstore. (B) Outbound stores.
(C) Inbound stores. (D) Intensive stores.
17. The independent service provider of logistics who can do all the functions required by clients is classified as :
- (A) Public held logistic provider. (B) Privately held logistic provider.
(C) Third party logistics provider. (D) Single part logistics provider.
18. If the company B sell its products through retailers and wholesalers then the channel used by company B is classified as :
- (A) Direct channel. (B) Indirect channel.
(C) Flexible channel. (D) Static channel.
19. The disagreement between different marketing channel regarding the roles, rewards and goals is called :
- (A) Channel conflict. (B) Marketing conflict.
(C) Direct conflict. (D) Indirect channel conflict.
20. The vertical marketing system in which different stages of production and distribution co-ordinates through capacity of one of parties is classified as :
- (A) Full time VMS. (B) Contractual VMS
(C) Administered VMS. (D) Corporate VMS.