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Reg. No.....

Name.....

B.Com. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2024

Third Semester

Core Course 7—MARKETING MANAGEMENT

(2012—2016 Admissions—Mercy Chance)

[For Private Registration Candidates]

Time : Three Hours

Maximum Weight : 25

Instructions : *This question paper contains two sections. Answer Section I questions in the answer book provided. Section II Internal Examination questions must be answered in the question paper itself. Follow the detailed instructions given under Section II.*

Section I

PART A

*This section consists of four bunches of four questions.
Each bunch of four questions carries a weight of 1.
Answer all questions.*

BUNCH I

I. Choose the correct answer from the choices given :

1 Market place where goods are bought and sold in small quantities :

- (a) Future market. (b) Retail market.
(c) Regulated market. (d) Un regulated market.

2 It is a group of customers at whom the entire marketing efforts are directed :

- (a) De-Marketing. (b) Target market.
(c) Re-marketing. (d) Segment marketing.

3 _____ is an example of Functional products.

- (a) Clothing. (b) Blades.
(c) Medicines. (d) Vegetables.

Turn over





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4 Label which shows the quality of the product is :

- (a) Grade label.
- (b) Brand label.
- (c) Descriptive label.
- (d) Information label.

BUNCH II

II. Fill in the blanks :

- 5 _____ provides valuable information regarding consumer preference, competitor's policies etc.
- 6 The concept of _____ was introduced in 1956 by Wendell R. Smith.
- 7 _____ refers to place a product in the minds of consumer because they find some unique features or attributes in the product in relation to other products.
- 8 _____ motives are that motives which determine where or from whom products are purchased.

BUNCH III

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

- 9 One of the objective of supply chain management is to speed up order cycle time.
- 10 Direct marketing is also known as one level channel.
- 11 Mail order business is a kind of trade where business is done through post or mail.
- 12 In direct marketing marketer controls the product until delivery.

BUNCH IV

IV. Match the following :

- 13 Logistic — Branch shop under a centralised management.
- 14 Itinerant traders — Transporters.
- 15 Zero level channel — No fixed place of business.
- 16 Chain stores — Direct marketing
- Two intermediaries namely wholesaler and retailer.

(4 × 1 = 4)





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PART B

*Answer any **five** questions.*

Each question carries a weight of 1.

- 17 Distinguish between marketing and selling.
- 18 Narrate "Counter marketing".
- 19 Write notes on "Market Positioning".
- 20 What do you mean by "Place Mix" ?
- 21 Is branding socially desirable ?
- 22 Define "Viral Marketing".
- 23 Give the concept of "packaging".
- 24 What is Re-Marketing ?

(5 × 1 = 5)

PART C

*Answer any **four** questions.*

Each question carries a weight of 2.

- 25 What is marketing ? Discuss the process involved in marketing.
- 26 "Major instruments in the hands of management are Product, Price, Physical distribution and Promotion". Explain.
- 27 Narrate the factors influencing consumer buying decision.
- 28 Explain the different types of channel of distribution.
- 29 Explain the features of modern marketing.
- 30 Discuss the four distinct stages in PLC.

(4 × 2 = 8)

Turn over





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PART D

*Answer any **two** questions.*

Each question carries a weight of 4.

- 31 “Modern marketing starts and ends with the customer”. Discuss the comment with the help of recent trend in the modern marketing.
- 32 Define Supply Chain Management. Explain the technology of supply chain management.
- 33 Explain the importance of pricing. Also discuss the pricing policy and strategies suitable for a modern business.

(2 × 4 = 8)

