

Reg. No. :

Name :

Sixth Semester B.Com. Degree Examination, March 2021

First Degree Programme under CBCSS

Open Course II : CO 1661.6/CX 1661.6/TT 1661.6/HM 1661.6/CC 1661.6

MARKETING MANAGEMENT

(Common for Commerce/Commerce and Tax Procedure and Practice/Commerce and Tourism and Travel Management/Commerce and Hotel Management and Catering/Commerce with Computer Applications)

(2015 – 2017 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

1. Define market segmentation.
2. What do you mean by consumer behaviour?
3. What is product planning?
4. Define Product Life Cycle.
5. What are consumer goods?
6. What do you understand by promotion mix?
7. What is meant by price skimming?

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8. What do you understand by physical distribution?
9. What is direct marketing?
10. What is demarketing?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions in not exceeding **one** paragraph each. **Each** question carries **2** marks.

11. What is market positioning? What is its objective?
12. What do you mean by buying motives?
13. What is product innovation? Give an example.
14. What are the broad classifications of products?
15. What is institutional advertising?
16. Write a short note on penetration price policy.
17. Give a brief account of 'Push Promotional Strategy'?
18. What do you mean by selective distribution?
19. Give any two functions of physical supply.
20. Give a brief account of horizontal marketing system.
21. Write a short note on green marketing.
22. What do you understand by remarketing?

(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions in not exceeding **120** words each. **Each** question carries **4** marks.

23. Explain the various bases of market segmentation.
24. What are the characteristics of consumer behaviour?
25. List out the elements of promotion mix.
26. Enumerate the characteristics of sales promotion.
27. Briefly explain the significance of pricing.
28. Distinguish between advertising and sales promotion.
29. What are the attributes of a good advertisement copy?
30. What are the objectives of advertising?
31. What are the major examples of direct marketing channels?

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions in not exceeding **four** pages each. **Each** question carries **15** marks.

32. Discuss in detail the steps involved in consumer buying process.
33. Discuss the various sales promotion schemes at the consumers' level.
34. What are the factors that are to be considered while selecting a promotion mix?
35. What are the functions of channel of distribution? Also explain the factors to be considered while selecting a suitable channel of distribution.

(2 × 15 = 30 Marks)