



QP CODE: 22001609



22001609

Reg No : .....

Name : .....

**M COM DEGREE (CSS) EXAMINATION, JULY 2022**

**First Semester**

**CORE - CM010103 - MARKETING MANAGEMENT**

M.COM FINANCE AND TAXATION, M.COM FINANCE AND TAXATION (SF), M.COM MARKETING AND INTERNATIONAL BUSINESS (SF), M.COM MANAGEMENT AND INFORMATION TECHNOLOGY (SF), MASTER OF COMMERCE & MANAGEMENT

2019 ADMISSION ONWARDS

20C27598

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

*Answer any **eight** questions.*

*Weight 1 each.*

1. What is meant by collaborative CRM?
2. State the meaning of value chain.
3. What is marketing environment?
4. Define Mass Marketing.
5. What is Positioning errors?
6. Write the difference between Consumer behaviour and Consumption behaviour?
7. What are perishables goods? Give two examples.
8. Explain brand name with examples.
9. Give an overview on labelling.
10. Elaborate the term intagibility in service marketing ?

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight 2 each.*

11. Explain marketing as a central function of an organisation?





12. What is marketing mix? Describe its constituents?
13. What are the different types of values influencing consumers?
14. What are the steps in Buying decision process?
15. What is brand equity? Explain different methods used for measuring brand equity.
16. Define brand extension. Explain the pros and cons of brand extension.
17. Trademark colour of PEPSI is blue. Apple's tagline is 'Think different'. Britannia uses a jingle "Ting-ting-tiding". Companies use different logos. Identify the concept referred here.
18. Define Service marketing and also briefly explain importance ?

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any two questions.*

*Weight 5 each.*

19. Describe the concept customer centric organisation. Explain the features of customer centric organisation?
20. Define Market Segmentation? What are the factors to be considered while segmentation?
21. What is PLC? Describe the stages in PLC.
22. What is service marketing ? Explain in detail the growth of service sector in India ?

(2×5=10 weightage)

