

QP CODE: 19102081



Reg No :

Name :

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B.Com. DEGREE (CBCS) EXAMINATION, OCTOBER 2019

Third Semester

CORE COURSE - CO3CRT10 - MARKETING MANAGEMENT

(Common to all B.Com. Degree Programmes)

2017 Admission Onwards

A9D11770

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any ten questions.

Each question carries 2 marks.

1. What is Financial market?
2. Distinguish between Customer and Consumer.
3. What is market targeting.
4. What are Staple goods?
5. Distinguish between product line and product mix.
6. What is AIDAS formula?
7. Explain two features of service.
8. What is going rate pricing?
9. What is meant by physical distribution?
10. Who is a retailer?
11. What is Search Engine Marketing?
12. What is relationship marketing?

(10×2=20)

Part B

Answer any six questions.

Each question carries 5 marks.

13. What are the pre-requisites for effective market segmentation?

14. Explain the steps in market segmentation.
15. Mention the advantages of Labeling
16. Explain the different objectives of pricing.
17. Explain the advantages of cost oriented pricing policy.
18. Compare value based pricing policy and cost based pricing policy.
19. What is meant by Skim and Cream pricing policy? Explain the reasons for adopting this policy.
20. Describe the advantages of having logistics in an organization.
21. Explain the role of middlemen in Channel of Distribution.

(6×5=30)

Part C

Answer any two questions.

Each question carries 15 marks.

22. What do you mean by marketing mix? Enumerate various elements of marketing mix?
23. Discuss PLCM.
24. Discuss the various branding strategies followed by business concern.
25. What is SCM? Explain the elements and importance of SCM.

(2×15=30)