

TB153170A

Reg. No:

Name:

B. COM. DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2016

SEMESTER III – CORE COURSE (COMMERCE)

CO3B09B - MARKETING MANAGEMENT

Time: Three Hours

Maximum Marks: 80

PART A

I. Answer all questions. Each question carries 1 mark.

1. Define Trademark.
2. What are branding strategies?
3. Define international market.
4. Define E-marketing.
5. What is product differentiation?
6. What is meant by Concentrated marketing?

(6 x 1 = 6)

PART B

II. Answer any seven questions. Each question carries 2 marks.

7. State the objectives of pricing?
8. Explain the salient features of a market.
9. List the factors influencing consumer behaviour.
10. Define SCM.
11. What is meant by a distribution channel?
12. What are the benefits of market targeting?
13. What is meant by promotional pricing?
14. Explain the scope of marketing.
15. What is meant by product development?
16. Explain the stages in a buying process.

(7 x 2 = 14)

PART C

III. Answer any five questions. Each question carries 6 marks.

17. What are the advantages and disadvantages of PLC?
18. State the differences between product and Service.
19. Explain the process of logistics.
20. Explain the key elements of Brand equity.
21. What are the factors influencing marketing mix?
22. Discuss the elements of SCM.
23. Explain marketing process.
24. Explain the major functions of packaging.

(5 x 6 = 30)

PART D

IV. Answer any two questions. Each question carries 15 marks.

25. What is market segmentation? Discuss the important bases for segmenting a market.
26. What is service marketing? Discuss the major components of a service marketing mix.
27. Define buying motive. Explain the various types of buying motives.
28. What do you understand by marketing management? Discuss the important functions of marketing management.

(2 x 15= 30)