

TB153620C

Reg. No :

Name :

BMS DEGREE (C.B.C.S.S.) EXAMINATION OCTOBER 2016
SEMESTER III - CORE COURSE (INTERNATIONAL BUSINESS)
CO3C05TB – MARKETING MANAGEMENT

Time: Three Hours

Maximum Marks: 80

PART A (Short Answer Questions)

I. Answer all questions in two sentences. Each question 1 marks each.

1. Give an example of marketing of ideas
2. What is consumer insight?
3. What is USP
4. What is branding?
5. What are the elements of Promotion Mix?
6. What do you mean by “PLACE” in the 4 Ps of Marketing?

(6 x 1 = 6)

PART B (Short Answer Questions)

II. Answer any seven questions in half page each. Each question carries 2 marks

7. Define Marketing
8. Differentiate between needs, wants and demands
9. What is the need for geographical segmentation
10. Define targeting
11. What are the different stages in PLC
12. What are the different marketing strategies that can be adopted for service firms?
13. Write a note on IMC
14. What is Sales Promotion?
15. What are the five marketing flows in channel management?
16. Discuss the different levels of channels

(7 x 2=14)

PART C (Short Essay Questions)

III. Answer any five questions in minimum one page. Each question carries 6 marks

17. Explain the different marketing concepts in detail
18. Take a brand of your choice. Explain the STP strategies that the company has adopted
19. What are the different levels of segmentation?
20. Differentiate between products and services
21. What is Price? Explain the stages of pricing decision
22. What is direct marketing? What are the benefits of direct marketing?
23. Discuss the different methods of placing interactive advertisements
24. Write a note on the following:
 - a. Vertical Management System
 - b. Horizontal Management System

(5 x 6=30)

PART D (Essay Questions)

IV. Answer any two questions in minimum three pages.

Each question carries 15 marks

25. How does a brand choose the right segment for targeting. Explain the positioning process with examples
26. What is PLC? Explain the different stages of PLC with the strategies adopted in each of the stage
27. What is personal selling? Discuss the principles of personal selling.
28. What are the different stages in Marketing Channel- Design decisions

(2 x 15 = 30)