

TM211130TR

Reg. No :

Name :

M. Com DEGREE (C.S.S.) EXAMINATION, NOVEMBER 2021
[2021 Admissions Regular and 2020 Admissions Improvement & Supplementary]
SEMESTER I - CORE COURSE (COMMERCE)
CO1C03TM20 - MARKETING MANAGEMENT

Time : 3 Hours

Maximum Weight : 30

Part A

I. Answer any Eight questions. Each question carries 1 weight

(8x1=8)

1. Give an overview of the nature of marketing.
2. What is meant by mass marketing?
3. What do you understand by niche marketing?
4. Explain the importance of Grading.
5. Briefly explain price mix.
6. State the meaning of Consumer behaviour.
7. Explain positioning by use or application.
8. Differentiate Doubtful positioning and confused positioning.
9. State the concept of brand personality.
10. What do you understand by aesthetics in service marketing?

Part B

II. Answer any Six questions. Each question carries 2 weight

(6x2=12)

11. Explain the difference between marketing 1.0,2.0,and 3.0.
12. Explain the advantages of a customer centric organisation.
13. Explain the features of marketing mix.
14. Explain the characteristics of value preposition.
15. Describe the process of consumer adoption.
16. Describe the factors affecting brand value.
17. Explain the key elements of brand equity.
18. Elucidate the significance of service marketing.

Part C

III. Answer any Two questions. Each question carries 5 weight

(2x5=10)

19. Discuss the the concept of CRM. Explain the important advantages of CRM
20. Elucidate the features of mass marketing.
21. Explain the importance of environmental analysis.
22. Discuss the measures to improve service quality with regard to the SERVQUAL Model of Service Quality.