

TB213190V

Reg. No : .....

Name : .....

**B. Com. DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2022**

(2021 Admissions Regular, 2020 Admissions Supplementary/Improvement, 2019 & 2018 Admissions Supplementary)

**SEMESTER III - CORE COURSE (COMMERCE)**

(For B.com Finance & Taxation and Capital Market)

**CO3B10B18 - MARKETING MANAGEMENT**

**Time : 3 Hours**

**Maximum Marks : 80**

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks**

**(10x2=20)**

1. Mention any three aspects on the importance of market segmentation.
2. What is mass marketing?
3. Write on 4 C's in marketing.
4. List out any four effective methods to prevent product failures in the modern concept of marketing.
5. Differentiate between white goods and brown goods.
6. List the characteristics of a service.
7. Explain price leadership.
8. Explain target pricing.
9. Define retailing.
10. What is meant by reverse logistics?
11. Explain inbound logistics.
12. What is meant by demarketing?

**Part B**

**II. Answer any Six questions. Each question carries 5 marks**

**(6x5=30)**

13. What is market positioning? Explain the various elements in positioning.
14. What is marketing mix and mention the various elements of marketing mix.
15. Briefly explain service marketing mix.
16. Explain branding strategies in detail. Quote suitable examples for each one.
17. Explain the major steps in formulating price.
18. Explain the important policies of pricing.
19. Differentiate between logistics and SCM.
20. Discuss the recent trends in marketing.
21. Explain the application of internet in marketing.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks**

**(2x15=30)**

22. What do you mean by the term marketing mix? Enumerate the various elements of marketing mix in detail.
23. Briefly explain the following terms . a) Product mix strategies. b) product mix dimensions c) Reasons for the failure of new products and measures to overcome it.

24. Explain Resale Price Maintenance. Describe the advantages and disadvantages of RPM.
25. What is direct marketing? List out the various tools of direct marketing. How you can differentiate direct marketing from that of general marketing?