

TB243810N

22.11

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024

2023 ADMISSIONS REGULAR

SEMESTER III - CORE COURSE COMMERCE

CO3C10B23 - Marketing Management

Time : 3 Hours

Maximum Marks : 80

Part A

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

(10x2=20)

1. Enumerate the term Market Segmentation.
2. Explain promotion mix.
3. Explain time utility.
4. Explain the term Labelling.
5. List the characteristics of a Service.
6. Mention the disadvantages of branding.
7. Discuss Markup Pricing.
8. Explain Value based pricing.
9. Explain E- Tailing.
10. Narrate selective distribution.
11. State the major difference between in store and non store retailing.
12. Explain Online Marketing

Part B

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

(6x5=30)

13. Examine the various factors affecting Marketing Mix.
14. Explain marketing mix and mention the various elements of marketing mix.
15. Explain the different levels of a product.
16. Explain the major functions of packaging.
17. Explain the types of resale price maintenance.
18. Explain the different types of competition oriented pricing.
19. Explain the elements of supply chain management.
20. Explain telemarketing. list out the merits and demerits of it.
21. Explain the following: a) modern marketing and its elements b) Relationship marketing and its elements.

Part C

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

(2x15=30)

22. Explain marketing environment in detail. Discuss the impact of various environmental factors on marketing.
23. Discuss the term PLCM in detail. Also Explain the major strategies to be adopted in the different stages of PLC.
24. Discuss the major factors influencing pricing in detail.
25. Explain retailing. Discuss the scope and importance of retailing.