

TB173630D

Reg. No :

Name:

BMS DEGREE (C.B.C.S.S.) EXAMINATION, OCTOBER 2018
(2017 Admissions Regular, 2016 Admissions Supplementary/Improvement & 2015
Admissions Supplementary)
SEMESTER III - COMPLEMENTARY COURSE (INTERNATIONAL BUSINESS)
CO3C05TB – MARKETING MANAGEMENT

Time: Three Hours

Maximum marks: 80

PART A

I. Answer all questions. Each question carries 1 mark

1. Define need.
2. Define product orientation.
3. What is differentiation?
4. Define a Service?
5. What is Publicity?
6. What is a marketing channel?

(6x1=6)

PART B

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

7. Explain “marketing orientation”
8. How can you use insights in marketing?
9. What do you mean by USP? Give an example
10. Explain positioning.
11. What do you understand by PLC?
12. Explain the concept of branding.
13. What is direct marketing?
14. What is publicity?
15. What do you understand by horizontal marketing system?
16. What is corporate retailing?

(7x2=14)

PART C

III Answer any five questions. Each question carries 6 marks

17. Explain the role of insights in marketing?
18. What is positioning? What are the steps in positioning? Explain in detail
19. What is targeting? How will you decide a target market?
20. What is penetration pricing? Explain with an example.
21. Discuss the common methods of pricing?
22. What do you understand by public relations? What are the benefits?
23. Discuss the ethical issues in direct marketing.
24. How can you motivate channel members?

(5x6=30)

PART D

IV Answer any two questions. Each question carries 15 marks

25. What is segmentation? List and explain the bases of segmentation with examples.
26. What do you understand by PLC? Explain the different stages of PLC using a diagram.
What are the marketing strategies to be adopted in each stage of the PLC?
27. What is IMC? Explain various promotional strategies using suitable examples
28. What are the multiple channels of distribution? What is retailing? Explain in detail.

(2x15=30)