

TB163230B

Reg. No:

Name:

B.COM DEGREE (C.B.C.S.S) EXAMINATION, OCTOBER 2017
(2016 Admission Regular & 2015 Admission Improvement/Supplementary)
SEMESTER III – CORE COURSE (COMMERCE)
CO3B09B - MARKETING MANAGEMENT
(For B.Com Taxation and Capital Market)

Time: Three Hours

Maximum Marks: 80

PART A

I. Answer all questions. Each question carries 1 mark.

1. What is brand equity?
2. Define product Mix.
3. Define Marketing.
4. What is service marketing?
5. What is product standardisation?
6. What is meant by perception?

(6x1=6)

PART B

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

7. Explain the importance of pricing.
8. Explain the functions of marketing.
9. List the salient features of consumer behaviour.
10. Define logistics.
11. Explain the different types of conflict in a distribution channel.
12. State the elements of market positioning.
13. What is skimming price strategy?
14. State the major utilities of marketing.
15. What is meant by product innovation?
16. What is market segmentation?

(7x2=14)

PART C

III. Answer any five questions. Each question carries 6 marks.

17. What do you understand by PLC? Explain the various stages of PLC.
18. What are the advantages and disadvantages of branding?
19. Explain the functions of a distribution channel.
20. Discuss Branding strategies in Commerce
21. Enumerate the various elements of promotion mix.
22. Discuss the importance of SCM.
23. Explain the concept of modern marketing.
24. State the characteristics of a good package.

(5x6=30)

PART D

IV. Answer any Two Questions. Each question carries 15 marks.

25. What do you mean by Marketing Mix? Enumerate the various elements of marketing mix.
26. What is market positioning? Explain the different market positioning strategies.
27. Explain the role of internet in marketing.
28. Explain the important theories for understanding consumer behaviour.

(2x15=30)