

Reg. No. : .....

Name : .....

**Fifth Semester B.Com. Degree Examination, December 2022**

**First Degree Programme under CBCSS**

**Core Course : CO 1543/CC1543/CX 1543/TT 1543/HM 1543 —  
MARKETING MANAGEMENT**

**(2018 Admission onwards)**

**(Common for Commerce/Commerce with Computer  
Applications/Commerce and Tax Procedure and Practice/Commerce and  
Hotel Management and Catering/Commerce and Tourism and Travel  
Management)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer **all** questions in **one** word or to a maximum of **two** sentences each. Each question carries **1** mark.

1. Define marketing.
2. What do you mean by social marketing?
3. What do you understand by consumer behaviour?
4. Define market segmentation.
5. What is product development?
6. Define brand name.
7. Define advertisement.

8. What do you mean by intensive distribution?
9. What is logistics management?
10. What is sales promotion?

**(10 × 1 = 10 Marks)**

### SECTION – B

Answer any **eight** questions in not exceeding **one** paragraph each. Each question carries **2** marks.

11. “Modern marketing is competition-oriented” – Comment.
12. Enumerate the different forms of cause marketing.
13. What are the benefits offered by relationship marketing?
14. Enumerate the steps in target marketing.
15. What are the benefits of on-line marketing to potential buyers?
16. Explain briefly the major steps involved in the consumer decision making process.
17. What is product diversification?
18. Enumerate the factors influencing product mix.
19. Give the broad classification of products.
20. What are the requisites of a good package?
21. Distinguish between penetration pricing strategy and competitive strategy.
22. What is meant by outdoor advertisement? What are its different forms?
23. Give any two limitations of newspaper advertisement.
24. Give a brief account of vertical distribution channel.

25. Name the major methods adopted to evaluate communication of advertising.
26. Mention any four requisites of a good advertisement copy.

**(8 × 2 = 16 Marks)**

### SECTION – C

Answer any **six** questions in about **120** words each. Each question carries **4** marks.

27. Differentiate marketing from selling.
28. Briefly explain the importance of marketing to companies and consumers.
29. Enumerate the objectives of market segmentation.
30. What are the factors to be considered while selecting a suitable channel of distribution?
31. Explain the modern concept of marketing.
32. Explain the significance of the study of Consumer behaviour.
33. What are the characteristics of consumer behavior?
34. What are the objectives of advertising?
35. What do you understand by sales force promotion? Explain the various schemes of sales force promotion?
36. What are the advantages and limitations of television advertising?
37. What are the limitations of sales promotion?
38. Explain the factors influencing promotion mix decisions.

**(6 × 4 = 24 Marks)**

## SECTION – D

Answer any **two** questions in not exceeding **4** pages each. **Each** question carries **15** marks.

39. What are the characteristics of services?
40. Elucidate the factors affecting marketing mix.
41. Discuss the various bases of market segmentation.
42. Define Product Life Cycle. Elucidate the various phases of PLC.
43. Discuss in detail the importance of pricing.
44. Discuss in detail the different kinds of advertising.

**(2 × 15 = 30 Marks)**

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