

Reg. No. :

Name :

Fifth Semester B.Com. Degree Examination, December 2023

First Degree Programme under CBCSS

Core Course

CO 1543/CC 1543/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 or two sentences. Each question carries **1** mark.

1. Define marketing.
2. What do you mean by brand equity?
3. What is target marketing?
4. State the elements of marketing mix.
5. What do you mean by penetration pricing?
6. Define sales promotion.

7. What is relationship marketing?
8. What do you mean by market positioning?
9. What is advertisement copy?
10. What do you mean by channels of distribution?

(10 × 1 = 10 Marks)

SECTION – B

Answer any **eight** questions not exceeding a paragraph. Each question carries 2 marks.

11. Differentiate between wholesaler and retailer.
12. What is market segmentation?
13. State the characteristics of a good brand.
14. What do you mean by push and pull mix?
15. What is customised marketing?
16. Briefly explain about product mix.
17. What is logistics management?
18. State the meaning of social marketing.
19. What do you mean by personal selling?
20. Briefly explain the concept of consumer behaviour.
21. What are the elements of brand equity?
22. What are the outdoor advertising media?

(8 × 2 = 16 Marks)

SECTION – C

Short essay type questions. Answer any **six** questions. Each question carries **4** marks.

23. What are the advantages of market segmentation?
24. Briefly explain the functions of wholesaler.
25. What are the types promotion methods?
26. Explain the scope of service marketing.
27. What are the characteristics of Direct marketing?
28. Discuss the importance of marketing mix.
29. Differentiate between logistics and supply chain management.
30. Explain the requirements of a good advertisement copy.
31. Briefly explain the process of buying decision.

(6 × 4 = 24 Marks)

SECTION – D

Long essay type questions. Answer any **two** questions. Each question carries **15** marks.

32. Explain the major factors influencing buying behaviour.
33. Define product life cycle. Explain marketing strategies in different stages of product life cycle.
34. What is advertising? Describe the functions and advantages of advertising.
35. Describe the various internal and external forces that influence the pricing strategy of a firm.

(2 × 15 = 30 Marks)