

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MARCH 2012

(CCSS)

Complementary Course

BC 2C 02—MARKETING MANAGEMENT

: Three Hours

Maximum : 30 Weightage

Objective Type Questions*Answer all twelve questions.*

I. Choose the correct answer :

1 Market segmentation is :

- (a) Dealer's oriented. (b) Customer's oriented.
(c) Owner's oriented. (d) Worker's oriented.

2 The existence of competition in the market is :

- (a) Essential. (b) Burden.
(c) Unnecessary. (d) Unwanted.

3 The pride as buying motive is :

- (a) Weak. (b) Strong.
(c) Satisfactory. (d) None of these.

4 The stages of product life-cycle are :

- (a) 8. (b) 6.
(c) 4. (d) 2.

Fill in the blanks :

- 5 The main purpose of brand is ———.
6 Parking ——— life of a product.
7 Physical distribution ——— distribution cost.
8 Prestige pricing policy is applied in ——— goods.

Answer the following :—

- 9 Who has introduced the utility concept of marketing ?
10 State one of the components of marketing environment.
11 Name the pricing policy where there is one price for all types of customers.
12 Product does not possess exchange value. Is it True or False ?

(12 × ¼ = 3 weightage)

Turn over

Short Answer Questions

II. Answer *all* nine questions :

- 13 Define Consumer.
- 14 What is green marketing ?
- 15 What do you mean by e-payment system ?
- 16 What is price ?
- 17 Define advertising.
- 18 What is test marketing ?
- 19 Define Consumer behaviour.
- 20 Define e-marketing.
- 21 What is discretionary income ?

(9 × 1 = 9 Weightage)

Short Essay or Paragraph Questions

III. Answer any *five* questions :

- 22 Enumerate the functions of marketing.
- 23 Explain the importance of market segmentation.
- 24 What are the factors influencing changes in product mix ?
- 25 Briefly explain the factors affecting consumer behaviour.
- 26 What is physical distribution ? Discuss its importance.
- 27 Discuss the importance of sales promotion.
- 28 What is Rural Marketing ? What are its features ?

(5 × 2 = 10 weightage)

(Essay Questions)

IV. Answer any *two* questions :

- 29 Describe the various methods of sales promotion.
- 30 What do you understand by product and consumer oriented concepts of marketing ? Explain the different concepts of marketing.
- 31 Describe the decision-making process leading to buying decisions.

(2 × 4 = 8 weightage)