(Pages: 2)

Nam	B
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# SECOND SEMESTER B.Com. DEGREE EXAMINATION, MARCH 2012

(CCSS)

### Complementary Course

#### BC 2C 02-MARKETING MANAGEMENT

Three Hours	2500	SET IN THE REAL PROPERTY.		
	Thron	Harres		

Maximum: 30 Weightage

						747
Ch	oose the	e correct answer :				
1	Mark	et segmentation is	:			
	(a)	Dealer's oriented.		(b)	Customer's oriented.	
	(c)	Owner's oriented		(d)	Worker's oriented.	
2	The e	xistence of competi	tion in the m	arket	is:	
	(a)	Essential.		(b)	Burden.	
	(c)	Unnecessary.		(d)	Unwanted.	
3	The p	ride as buying mot	ive is:		ESTA SERVICIONE DE LA COMP	
	(a)	Weak.		(b)	Strong.	
	(c)	Satisfactory.		(d)	None of these.	
4	The st	ages of product life	e-cycle are :			
	(a)	8.		(b)	6.	
	(c)	4.		(d)	2.	
Fill	in the	blanks :				
5	The m	ain purpose of bra	nd is —			
6		The second of th				
7	Physic	cal distribution —	—— distribu	ition o	cost.	
	Ch 1 2 3 4 4 Fill 5 6	Choose the  Marke  (a) (c)  The existing (a) (c)  The price (a) (c)  The st (a) (c)  The st (a) (c)  Fill in the  Parking	(a) Dealer's oriented. (c) Owner's oriented. 2 The existence of competicular (a) Essential. (c) Unnecessary. 3 The pride as buying mot (a) Weak. (c) Satisfactory. 4 The stages of product life (a) 8. (c) 4. Fill in the blanks: 5 The main purpose of brace 6 Parking ————————————————————————————————————	Objective Answer all Choose the correct answer:  1 Market segmentation is:  (a) Dealer's oriented.  (c) Owner's oriented.  2 The existence of competition in the market as buying motive is:  (a) Essential.  (c) Unnecessary.  3 The pride as buying motive is:  (a) Weak.  (c) Satisfactory.  4 The stages of product life-cycle are:  (a) 8.  (b) 4.  Fill in the blanks:  5 The main purpose of brand is————————————————————————————————————	Objective Type Answer all twelve Choose the correct answer:  1 Market segmentation is:  (a) Dealer's oriented. (b) (c) Owner's oriented. (d) 2 The existence of competition in the market (a) Essential. (b) (c) Unnecessary. (d) 3 The pride as buying motive is: (a) Weak. (b) (c) Satisfactory. (d) 4 The stages of product life-cycle are: (a) 8. (b) (c) 4. (c) 4. (d) Fill in the blanks: 5 The main purpose of brand is——. 6 Parking——— life of a product.	Objective Type Questions  Answer all twelve questions.  Choose the correct answer:  (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.  Fill in the blanks:  5 The main purpose of brand is——.  6 Parking———— life of a product.

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?

 $(12 \times \frac{1}{4} = 3 \text{ weightage})$ 

#### 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 marking?
- 19 Define Consumer behaviour.
- 20 Define e-marketing.
- 21 What is discretionary income?

 $(9 \times 1 = 9 \text{ Weights})$ 

#### 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?

 $(5 \times 2 = 10)$  weighta

#### (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? Explit the different concepts of marketing.
- 31 Describe the decision-making process leading to buying decisions.

 $(2 \times 4 = 8 \text{ weightar})$