

SECOND SEMESTER B.Com. DEGREE EXAMINATION, JUNE 2012

(CCSS)

B.Com.—Complementary Course

BC 2C 02—MARKETING MANAGEMENT

(PVT/SDE)

Time : Three Hours

Maximum : 30 Weightage

I. Short Answer Type Questions. Answer *all* nine questions :

- 1 Define Marketing.
- 2 What is Social Marketing ?
- 3 What are buying motives ?
- 4 What is Product positioning ?
- 5 What is product line ?
- 6 What is Trading up ?
- 7 What is dual pricing ?
- 8 What is Physical distribution ?
- 9 What is promotion mix ?

(9 × 1 = 9 weightage)

II. Short Essay or Paragraph Questions. Answer any *five* questions :

- 10 Distinguish between Market segmentation and Product differentiation.
- 11 What are the social factors influencing consumer behaviour ?
- 12 Explain the strategies of pricing of new products.
- 13 What are the factors to be considered in selecting channels ?
- 14 Define Promotion. What are the various elements of promotion mix ?
- 15 What is Packaging ? Describe the functions of packaging.
- 16 State the features of rural marketing.

(5 × 2 = 10 weightage)

III. Essay Type Questions. Answer any *two* questions :

- 17 What do you mean by product life-cycle ? Discuss the various stages in product life-cycle.
- 18 What is an advertisement copy ? What are the essential elements of an advertisement copy ? Also state the requisites of a good advertisement copy.
- 19 Define Marketing concept. Explain the features of modern marketing concept.

(2 × 4 = 8 weightage)

Turn over

Multiple Choice Questions

1. Marketing is a process of converting the potential customers into ———.
 - (a) Actual customers.
 - (b) Prospective customers.
 - (c) Marketers.
 - (d) None of these.
2. Marketing is a ——— process.
 - (a) Goal oriented.
 - (b) Exchange.
 - (c) Social.
 - (d) All of these.
3. Which of the following is not included in the function of physical supply ?
 - (a) Standardization.
 - (b) Storage.
 - (c) Transport.
 - (d) Packaging.
4. All forces or factors that effect marketing policies, decisions and operations of a business constitute :
 - (a) Marketing mix.
 - (b) Marketing environment.
 - (c) Marketing control.
 - (d) None of these.
5. The group of elements price, product, promotion and place constitute :
 - (a) Market mix.
 - (b) Marketing mix.
 - (c) Product mix.
 - (d) Promotion mix.
6. The concept of marketing mix was developed by :
 - (a) Philip Kotler.
 - (b) Stapleton.
 - (c) N.H. Borden.
 - (d) Albert W. Emery.
7. ——— concept is based on the principle that marketing is not a department but it is pervasive throughout the company.
 - (a) Production.
 - (b) Holistic.
 - (c) Modern.
 - (d) Selling.
8. ——— simply refers to product planning.
 - (a) Merchandising.
 - (b) Assembling.
 - (c) R & D.
 - (d) None of these.
9. Branding is a function of ———.
 - (a) Research.
 - (b) Exchange.
 - (c) Physical supply.
 - (d) Facilitating.
10. Market where goods are transacted on the spot or immediately :
 - (a) Future market.
 - (b) Spot market.
 - (c) Perfect market.
 - (d) None of these.
11. Market where there is no physical delivery of goods :
 - (a) Future market.
 - (b) Spot market.
 - (c) Perfect market.
 - (d) None of these.

12. Markets which are organized and regulated by statutory measure are :
- (a) Regulated markets. (b) Unregulated markets.
(c) World market. (d) None of these.
13. The markets in which goods are bought and sold in bulk quantities :
- (a) Wholesale market. (b) Retail market.
(c) World market. (d) None of these.
14. Market in which gold and silver are sold :
- (a) Commodity market. (b) Produce market.
(c) Bullion market. (d) None of these.
15. Market where money is lend and borrowed :
- (a) Money market. (b) Foreign exchange market.
(c) Stock market. (d) None of these.
16. Market where currencies of different countries are bought and sold :
- (a) Money market. (b) Foreign exchange market.
(c) Stock market. (d) None of these.
17. Market where demand for goods is greater than supply :
- (a) Buyers market. (b) Sellers market.
(c) Retail market. (d) Wholesale market.
18. Market where shares, debentures, bonds etc. of companies are bought and sold :
- (a) Money market. (b) Foreign exchange market.
(c) Stock market. (d) None of these.
19. Market in which supply is greater than demand :
- (a) Buyers market. (b) Sellers market.
(c) Retail market. (d) Wholesale market.
20. Marketing is applicable in _____.
- (a) Goods. (b) Events.
(c) Property. (d) All of these.