

**SECOND SEMESTER B.Com. DEGREE (SUPPLEMENTARY) EXAMINATION  
DECEMBER 2012**

(CCSS)

**BC 2C 02—MARKETING MANAGEMENT**

Time : Three Hours

Maximum : 30 Weightage

I. Objective type questions. Answer all *twelve* questions :

- 1 When a manufacturer sells the same product at two different prices it is called :
  - (a) Zone pricing.
  - (b) Dual pricing.
  - (c) Base point pricing.
  - (d) Administered pricing.
- 2 A marketing which is concerned with safety and health of the society and the abolition of selfish behaviour is :
  - (a) Mass marketing.
  - (b) Demarketing.
  - (c) Social marketing.
  - (d) Remarketing.
- 3 A social movement seeking to increase the powers and rights of buyer's in relation to sellers is :
  - (a) Consumerism.
  - (b) Consumer protection.
  - (c) MRTP.
  - (d) None of these.
- 4 A reason which makes the consumers to buy certain articles in preference to another is :
  - (a) Patronage motive.
  - (b) Emotional motive.
  - (c) Product motive.
  - (d) None of the above.

Fill in the blanks :

- 5 The process of introducing higher quality products by a manufacturer is termed as \_\_\_\_\_.
- 6 A market consists of set of buyers that decided to serve is called \_\_\_\_\_.
- 7 \_\_\_\_\_ advertisement is used to the time of introducing a new product in the market.
- 8 The brand which indicate only the product category and do not include the company name or other identifying terms is \_\_\_\_\_.

Answer in a single word :

- 9 Who developed the concept of marketing mix ?
- 10 Under which category of consumer goods T.V. falls ?
- 11 The strategy of serving a sub-segment not identified and served by competitors — Name the strategy.
- 12 "Fixing very low price to stimulate the growth of the market" — Give the name of price strategy.

(12 × ¼ = 3 weight)

II. Short answer type questions. Answer all *nine* questions.

- 13 Define marketing.
- 14 What are the buying motives ?
- 15 What is meant by brand loyalty ?
- 16 What is one level channel ?
- 17 Define promotion.
- 18 What do you mean by supply chain ?
- 19 What is e-tailing ?
- 20 Define market segmentation.
- 21 What is rural marketing ?

(9 × 1 = 9 weight)

III. Short essay or paragraph questions. Answer any *five* questions :

- 22 Explain consumer buying process.
- 23 Distinguish marketing and selling.
- 24 What is pricing ? Explain the external factors that affect pricing.
- 25 Explain consumer behaviour. State the importance of the study of consumer behaviour.
- 26 What are the services rendered by wholesalers ?
- 27 What are the factors considered in selecting channels ?
- 28 Define Salesmanship. What are its advantages ?

(5 × 2 = 10 weight)