

QP CODE: G 5317



Reg No : .....

Name : .....

**M.Com. DEGREE (C.S.S ) EXAMINATION, MAY 2021**

**First Semester**

Faculty of Commerce

**Core - CM010103 - MARKETING MANAGEMENT**

2019 Admission (For Private Candidates)

7363231E

Time: 3 Hours

Weightage: 30

**Part A (Short Answer Questions)**

Answer any **eight** questions.

Weight **1** each.

1. Give an overview of marketing 3.0.
2. What is meant by collaborative CRM?
3. What do you mean by logistics management?
4. What is Under Positioning?
5. What is CVP?
6. What do you mean by Rational Buying Motives?
7. What do you mean by augmented product?
8. What is brand association?
9. What do you mean by brand image?
10. Elaborate the concept of heterogeneity in service marketing ?

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

Answer any **six** questions.

Weight **2** each.

11. What is marketing concept?How it helps business firms?
12. How does environment analysis help marketing?
13. Describe Market Targeting and Explain the scope
14. State the cultural factors that affect consumer behaviour?



16. Define brand extension. Explain the pros and cons of brand extension.
17. State the concept of labelling. Explain its characteristics.
18. Elucidate the significance of service marketing ?

(6×2=12 weightage)

**Part C (Essay Type Questions)**

*Answer any **two** questions.*

*Weight **5** each.*

19. Describe the concept customer centric organisation. Explain the features of customer centric organisation?
20. Explain different Market Segmentation approaches with its practical application
21. Discuss the concept of new product. What are the constraints in developing a new product? Describe the important measures to be taken by firms to prevent product failures.
22. What is service marketing ? Explain in detail the growth of service sector in India ?

(2×5=10 weightage)