



23104251

QP CODE: 23104251

Reg No :

Name :

**B.COM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, JANUARY 2023**

Third Semester

Core Course - CO3CRT10 - MARKETING MANAGEMENT

(Common to all B.Com Degree Programmes)

For Regular Candidates : 2017 Admission Onwards

For Private Candidates : 2021 Admission Only

4A5E9D16

Time: 3 Hours

Max. Marks : 80

Instructions to Private candidates only: This question paper contains **two** sections. Answer **SECTION I** questions in the answer-book provided. **SECTION II**, Internal examination questions must be answered in the question paper itself. Follow the detailed instructions given under **SECTION II**

SECTION I

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. What do you understand by the term Concept testing?
2. What is market positioning.
3. What is undifferentiated marketing?
4. What are unsought consumer goods?
5. Define Product Mix.
6. What is AIDAS formula?
7. What is labelling?
8. What is meant by premium pricing?
9. Who is a retailer?
10. List out the disadvantages of Direct Marketing.
11. What is online marketing?



12. What is relationship marketing?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Discuss the importance of marketing to the society.
14. Explain 4 Cs in marketing.
15. What do you understand by dimensions of product mix?
16. Explain the utility and limitations of PLC concept.
17. Explain the marketing mix for services marketing.
18. What are the disadvantages of value based pricing policy?
19. Describe the three bases on which firms usually set their pricing in practice. Illustrate them.
20. Write a short note on RPM.
21. What are the elements Supply Chain Management?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What is market segmentation? Discuss the steps on market segmentation?
23. Discuss the various branding strategies followed by business concern.
24. What do you mean by pricing of a product? Explain the role of pricing in marketing strategy?
25. "One of the major assets of a firm is its Channel of Distribution." Discuss.

(2×15=30)

