

QP CODE: 23003270



Reg No :

Name :

M COM DEGREE (CSS) EXAMINATION, APRIL 2023

First Semester

CORE - CM010103 - MARKETING MANAGEMENT

M.COM FINANCE AND TAXATION, M.COM FINANCE AND TAXATION (SF), M.COM MARKETING
AND INTERNATIONAL BUSINESS (SF), M.COM MANAGEMENT AND INFORMATION
TECHNOLOGY (SF), Master of Commerce and Management

2019 ADMISSION ONWARDS

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Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

Answer any **eight** questions.

Weight **1** each.

1. Give an overview of customer pyramid.
2. What do you mean by logistics management?
3. What is micro marketing environment?
4. What is Doubtful Positioning.
5. Explain Value Proposition.
6. What do you mean by Complex Buying Behaviour?
7. Define product mix.
8. What is brand association?
9. Define brand image.
10. What do you mean by quality?

(8×1=8 weightage)

Part B (Short Essay/Problems)

Answer any **six** questions.

Weight **2** each.

11. Explain the role of marketing in economic development?



12. Explain the need to adopt E-CRM?
13. Describe Mass Marketing and its use.
14. " The personality traits and attitudes are important guides to Consumer behaviour". Discuss.
15. Write short note on branding. Explain the pros and cons of branding.
16. State the meaning of brand extension. Describe various types of brand extension with examples.
17. Explain the concept of packaging. Discuss in detail the functions of packaging.
18. Explain the nature and characteristics of Service ?

(6×2=12 weightage)

Part C (Essay Type Questions)

Answer any **two** questions.

Weight **5** each.

19. Discuss the internal and external factors influencing marketing mix?
20. Does Market Segmentation strategy have a direct relationship with customer loyalty: - Explain
21. Like human beings, a product passes through various stages in its life. Explain.
22. Define service marketing ?Explain in detail its importance ?

(2×5=10 weightage)

