QP CODE: 23127194

Reg No : .................

Name : .................

## B.COM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, OCTOBER 2023

### Third Semester

### Core Course - CO3CRT10 - MARKETING MANAGEMENT

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

6B9A4008

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*

#### Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1.   What is societal marketing concept?

2.   List out the bases of market segmentation.

3.   What is concentrated marketing?

4.   What is product differentiation?

5.   Define Product Mix.

6.   What is brand equity?

7.   Explain two features of service.

8.   What is going rate pricing?

9.   What is meant by One level channel?

10.   What is franchising?

11.   What is demarketing?

12.   What is relationship marketing?

(10×2=20)

## Part B

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

13. Explain 4 Ps in marketing.

14. What is Market positioning? Explain the elements of market positioning.

15. Which are the essentials of a good package?

16. "Branding, Packaging and Labeling are inter-related marketing functions". Comment.

17. Explain the different types of cost oriented pricing.

18. Compare value based pricing policy and cost based pricing policy.

19. Distinguish between skimming and penetrating pricing.

20. Discuss the importance of physical distribution system.

21. What is direct channel? What type of products are most likely to be distributed through direct channel?

(6×5=30)

## Part C

*Answer any **two** questions.*
*Each question carries **15** marks.*

22. Explain the different micro and macro environment factors affecting marketing activities.

23. Define product. Explain the different stages in new product development.

24. Discuss PLCM.

25. What is SCM? Explain the elements and importance of SCM.

(2×15=30)