

QP CODE: 23145551



Reg No :

Name :

M COM DEGREE (CSS) EXAMINATION, DECEMBER 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

EE4FE1DC

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Give an overview of promotion mix.
2. What do you mean by customer centric organisation?
3. What do you mean by external environment?
4. Describe Over Positioning.
5. Differentiate more for more and more for less concept.
6. What is Consumerism?
7. Distinguish between product mix and product line.
8. Differentiate product and brand.
9. Define brand extension.
10. Define the term service.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Explain the functions of marketing.
12. Explain the role of marketing in customer retention.



13. How to Target a Market? Explain the difficulties.
14. Explain the characteristics of Organisational buying.
15. What is brand loyalty? Explain the patterns of brand loyalty.
16. Explain the concept of brand identity. Identify the key elements of it.
17. Effective packaging must possess certain characteristics. What are they?
18. Explain SERVQUAL model of service quality ?

(6×2=12 weightage)

Part C (Essay Type Questions)

Answer any **two** questions.

Weight **5** each.

19. Describe relationship marketing. Explain the important benefits and challenges of RM.
20. What is market segmentation? Explain steps involved in segmentation process.
21. Define product life cycle. Explain the basic strategies used in each stages of PLC.
22. What is service marketing ? Explain in detail its features.

(2×5=10 weightage)