B.COM DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE EXAMINATIONS, OCTOBER 2024

Third Semester

Core Course - CO3CRT10 - MARKETING MANAGEMENT

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

D92DD639

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. List out 4 Ps in marketing.

2. What is market targeting?

3. What is differentiated marketing?

4. What is product line? Give an example.

5. What is test marketing?

6. What do you meant by brand association?

7. What is AIDAS formula?

8. What do you meant by RPM?

9. What are non-conventional channels?

10. What you mean by chain stores?

11. What is tele marketing?

12. What is relationship marketing?

(10×2=20)

Answer any **six** questions.

Each question carries **5** marks.

13. Discuss the need and importance of market segmentation.

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

15. What are objectives of Labeling?

16. Distinguish between product marketing and services marketing.

17. Explain the different types of cost oriented pricing.

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. Describe the advantages of having logistics in an organization.

21. What are the elements Supply Chain Management?

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the role of modern marketing in the development of the economy.

23. Explain the various types of product.

24. What do you mean by PLC? Discuss how it is related to the different stages of market development.

25. What is direct marketing? Explain the merits and demerits of direct marketing.

(2×15=30)