



(Pages : 3)

7424

Reg. No. : .....

Name : .....

**Fifth Semester B.Com. Degree Examination, October 2015**  
**Career Related First Degree Programme Under CBCSS**  
**Core Course VII : CX 1541/HM 1541/TT 1541**  
**MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**PART – I**Answer **all** questions. **Each** carries **1** mark.

1. What is market ?
2. Define morph marketing.
3. What do you mean by 80/20 principle in marketing ?
4. What is niche marketing ?
5. Define product mix.
6. What is labeling ?
7. What are white goods ?
8. What is product line ?
9. Define psychological pricing.
10. What is exclusive distribution ?

**(10×1=10 Marks)**



## PART – II

Answer **any eight** questions. **Each** carries **two** marks.

11. Distinguish between market and marketing.
12. What are the advantages of target marketing ?
13. Describe important features of modern marketing.
14. What is the importance of Maslow's need hierarchy theory in marketing ?
15. What are the steps involved in buying decision process ?
16. What do you mean by buying motive ? What are the different types of buying motives ?
17. Describe the factors influencing product mix.
18. Explain briefly functions performed by branding.
19. What are the features of mail order business ?
20. List the benefits of e-commerce.
21. Distinguish between advertisement and sales promotion.
22. Explain the process of advertisement. **(8x2=16 Marks)**

## PART – III

Answer **any six** questions. **Each** carries **4** marks.

23. What are the different patterns of segmentation ?
24. List the criticisms against advertisements.
25. State the psychological factors influencing consumer behavior.
26. Explain features of relationship marketing.
27. Describe the various stages of product life cycle.



28. What is packaging and what are the advantages ?
29. Describe the factors or principles affecting pricing decisions.
30. Mention various methods of pricing.
31. Describe various kinds of sales promotion.

**(6×4=24 Marks)**

**PART – IV**

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

32. Define advertisement copy. What are the qualities of good advertisement copy ?
33. What do you mean by channel of distribution ? What are the different types of channels of distribution ?
34. Describe the factors influencing consumer and buyer behavior.
35. Define pricing policy. Discuss the objectives of pricing policy. What are the steps involved in formulating pricing policy ?

**(2×15=30 Marks)**

---