



Reg. No. : .....

Name : .....

**Sixth Semester B.Com. Degree Examination, April 2018**

**First Degree Programme under CBCSS**

**Open Course II : CO 1661.6/CX 1661.6/ TT 1661.6/HM 1661.6/CC 1661.6**

**MARKETING MANAGEMENT**

**(2014 Adm. Onwards)**

**(Common for Commerce/Commerce and Tax Procedure and Practice/  
Commerce and Tourism and Travel Management/Commerce and Hotel  
Management and Catering/Commerce with Computer Applications)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions **one** word to maximum of **two** sentences. **Each** carries **one** mark.

- 1) What is psycho-graphic segmentation ?
- 2) What do you understand by consumer behaviour ?
- 3) Define Product Life Cycle ?
- 4) What do you understand by meta-marketing ?
- 5) What is meant by markup pricing ?
- 6) What is USP ?
- 7) What is intensive distribution ?
- 8) Describe electronic retailing.
- 9) Define morph marketing.
- 10) What is marketing crunch ?

**(10×1=10 Marks)**

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

- 11) Describe STP.
- 12) Distinguish between consumer behaviour and buyer behaviour.
- 13) Define product mix.
- 14) What is product diversification ?
- 15) Mention the various pricing strategies.



- 16) What are the various techniques used in publicity ?
- 17) What is advertising campaign ?
- 18) Describe the elements of advertisement copy.
- 19) Describe various types of discount stores.
- 20) Describe the nature of sales promotion.
- 21) What are the features of chain stores ?
- 22) What are retail formats ?

**(8×2=16 Marks)**

III. Answer **any six** questions. **Each** carries **four** marks.

- 23) Describe criteria for successful market segmentation ?
- 24) What are the features of consumer behaviour ?
- 25) Explain the factors influencing product mix.
- 26) Explain steps in formulating pricing policies.
- 27) What are the various public relation tools ?
- 28) What are the different media of advertising ?
- 29) Distinguish between advertising and sales promotion.
- 30) Explain briefly the important channels of distribution.
- 31) Explain the factors responsible for rapid growth of sales promotion ?

**(6×4=24 Marks)**

IV. Answer **any two** questions. **Each** carries **fifteen** marks.

- 32) What is PLC ? Explain various phases of product life cycle.
- 33) What is pricing ? Explain factors influencing pricing decisions.
- 34) What is sales promotion ? Explain benefits and drawbacks.
- 35) Explain the recent innovations in marketing.

**(2×15=30 Marks)**