



Reg. No. :

Name :

Sixth Semester B.Com. Degree Examination, April 2019
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 Admn. 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

SECTION – A

Answer **all** questions in **one** or **two** sentences each. Each question carries **1** mark.

1. Define market segmentation.
2. What do you understand by consumer behavior ?
3. What is a product ?
4. Enumerate the broad classification of products.
5. What is marginal cost pricing ?
6. What is Target Marketing ?
7. Define sales promotion.
8. What is direct marketing ?
9. What is institutional advertising ?
10. What do you mean by selective distribution ?

(10×1=10 Marks)

P.T.O.



SECTION – B

Answer any **eight** questions in **not exceeding one** paragraph. **Each** question carries **2** marks.

11. Mention any two characteristics of services.
12. What are the different elements of promotion mix ?
13. What is meant by skimming price policy ?
14. What is personal selling ?
15. Give the classification of consumer goods.
16. Mention any four requisites of a good advertisement copy.
17. Give two examples of direct marketing channels.
18. Enumerate the factors influencing product mix.
19. What is demarketing ?
20. Write a short note on green marketing.
21. What is logistics management ?
22. Give a brief account of vertical distribution channel. **(8x2=16 Marks)**

SECTION – C

Answer any **six** questions in **not exceeding 120** words **each**. **Each** question carries **4** marks.

23. Briefly explain the importance of the study of consumer behaviour ?
24. Explain the steps involved in market segmentation process.
25. Explain the importance of pricing.
26. Distinguish between penetration pricing strategy and competitive strategy.
27. Discuss the different sales promotion tools.

28. What are the features of personal selling ?
29. Enumerate the factors influencing choice of distribution channel.
30. What are the objectives of advertising ?
31. Explain various kinds of advertising. **(6×4=24 Marks)**

SECTION - D

Answer **any two** questions in **not exceeding four pages each**. Each question carries **15** marks.

32. Discuss in detail the various bases of market segmentation.
 33. Define Product Life Cycle. Elucidate the various phases of PLC.
 34. Discuss the factors influencing promotion mix decisions.
 35. a) Discuss the functions of personal selling.
b) Distinguish advertising from sales promotion. **(2×15=30 Marks)**
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