

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2011

(CCSS)

B.Com. Complementary Course

BC 2C 02—MARKETING MANAGEMENT

Time : Three Hours

Maximum Weightage : 30

I. Objective type questions. Answer all *twelve* questions :

- 1 The market which is organised and regulated by statutory measures :
(a) Spot market. (b) Future market.
(c) Perfect market. (d) Regulated market.
- 2 Who has given the four basic elements of Marketing Mix ?
(a) N.H. Borden. (b) McCathy.
(c) Philip Kotler. (d) Peter F. Drucker.
- 3 Perception is a part of :
(a) Personal factor. (b) Psychological factor.
(c) Cultural factor. (d) Social factor.
- 4 A brandname which is used for several products belonging to the same company is called :
(a) Trademark. (b) Individual brand.
(c) Umbrella brand. (d) Multiple brand.
- 5 Ability of a manufacturer to make his product distinctive from others in the marked is called _____.
- 6 When a manufacturer sells the same product at two different prices, it is _____.
- 7 _____ is the ability to persuade people to buy goods or services.
- 8 The process of introducing power quality products in the market by a manufacturer, whose high quality products are famous are termed as _____.
- 9 Who has given the social concept of marketing ?
- 10 Name the channel of distribution which consists of manufacturer and consumer, no intermediaries.
- 11 Name the type of retailers, who have no fixed place of business.
- 12 Give the expansion of FMCG.

(12 × ¼ = 3 weightage)

Turn over

II. Short answer questions. Answer *all* nine questions :

- 13 What is perfect market ?
- 14 What is product mix ?
- 15 What do you mean by relationship marketing ?
- 16 What is brand loyalty ?
- 17 Define Advertisement.
- 18 What is penetration price policy ?
- 19 What do you mean by supply chain ?
- 20 What is e-tailing ?
- 21 What are learned motives ?

(9 × 1 = 9 weightage)

III. Short essay or paragraph questions. Answer any *five* questions from seven :

- 22 Distinguish between Market segmentation and Product differentiation.
- 23 State the economic factors influencing consumer behaviour.
- 24 State the requisites of a good advertisement copy.
- 25 Describe the steps involved in product positioning.
- 26 What are the services rendered by retailers ?
- 27 What strategy would you suggest for the successful rural marketing ?
- 28 What are the factors to be considered while selecting distribution channels ?

(5 × 2 = 10 weightage)

IV. Essay questions. Answer any *two* questions from three :

- 29 What is marketing ? Briefly explain the functions of marketing.
- 30 Define Consumer behaviour. Explain the factors affecting consumer behaviour.
- 31 Define pricing policy. Explain the factors influencing pricing decisions.

(2 × 4 = 8 weightage)