

QP CODE: 18103381



Reg No :

Name :

B.Com. DEGREE (CBCS) EXAMINATION, NOVEMBER 2018

Third Semester

CORE COURSE - CO3CRT10 - MARKETING MANAGEMENT

(Common to all B.Com. Degree Programmes)

2017 Admission Onwards

B631D466

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. ✓ What do you mean by personal selling?
2. (2) What do you meant by niche marketing?
3. ✓ What is differentiated marketing?
4. ✓ What is product line? Give an example.
5. ✓ What is post launch analysis?
6. ✓ What is Service Marketing ?
7. ✓ What is pricing ?
8. ✓ What do you meant by RPM?
9. (9) What is meant by physical distribution?
10. ✓ List out the Advantages of Direct Marketing.
11. ✓ What is guerilla marketing?
12. ✓ What is relationship marketing?

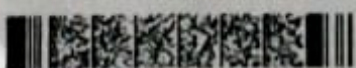
(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. ✓ Differentiate sales orientation philosophy from the production orientation philosophy?
14. ✓ Explain the functions of Marketing Management.
15. ✓ Explain different classification of products.





16. Which are the essentials of a good package?
17. Mention the advantages of Labeling.
18. Explain the advantages of cost oriented pricing policies.
19. Distinguish between pricing method and pricing strategy.
20. What are the elements Supply Chain Management?
21. Explain the importance of SCM.

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the different micro and macro environment factors affecting marketing activities.
23. What do you mean by PLC? Discuss how it is related to the different stages of market development.
24. Discuss the various branding strategies followed by business concern.
25. Enumerate the functions of retailing?

(2×15=30)

