



21101989

QP CODE: 21101989

Reg No :

Name :

B.COM DEGREE (CBCS) EXAMINATION, AUGUST 2021
Third Semester
Core Course - CO3CRT10 - MARKETING MANAGEMENT

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

98488278

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you understand by the term marketing research?
2. What do you mean by marketing environment?
3. Define market segmentation.
4. What is maturity stage?
5. Trade mark.
6. What is labelling?
7. What is cost plus pricing?
8. What is penetration pricing?
9. Is logistics same as distribution.
10. What is E-tailing?
11. What is e-marketing?
12. What is relationship marketing?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain 4 Ps in marketing.





14. What do you mean by market targeting? Explain the different types of market targeting.
15. What are the different steps in product positioning?
16. What are the factors affecting product mix?
17. What are objectives of packaging?
18. What are the types of competition oriented pricing policy?
19. Describe the three bases on which firms usually set their pricing in practice. Illustrate them .
20. What are the features of SCM?
21. Explain the functions of various intermediaries in physical distribution.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the role of modern marketing in the development of the economy.
23. Define product. Explain the different stages in new product development.
24. "Services marketing require an extended marketing mix." Explain.
25. Compare in detail the advantages and disadvantages of direct and indirect distribution.

(2×15=30)

