



22100581

QP CODE: 22100581

Reg No : .....

Name : .....

**B.COM DEGREE ( CBCS ) REGULAR / REAPPEARANCE EXAMINATIONS,  
APRIL 2022**

**Third Semester**

**Core Course - CO3CRT10 - MARKETING MANAGEMENT**

(Common to all B.Com Degree Programmes)

**For Regular Candidates : 2017 Admission Onwards**

**For Private Candidates : 2020 Admission Only**

EB02289B

Time: 3 Hours

Max. Marks : 80

*Instructions to Private candidates only: This question paper contains two sections. Answer **SECTION I** questions in the answer-book provided. **SECTION II**, Internal examination questions must be answered in the question paper itself. Follow the detailed instructions given under **SECTION II***

**Part A**

*Answer any **ten** questions.*

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

1. Distinguish between Customer and Consumer.
2. What is Macro Environment?
3. What do you understand by the term Concept testing?
4. What are shopping goods?
5. What is test marketing?
6. Who are split loyals?
7. What is labelling?
8. What is meant by mark-up pricing?
9. Define Logistics.
10. What is HMS?





11. What is remarketing?
12. What is relationship marketing?

(10×2=20)

**Part B**

*Answer any **six** questions.*

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

13. Explain 4 Cs in marketing.
14. What is market positioning? Explain the positioning strategies adopted by the marketing firm.
15. What are the factors affecting product mix?
16. Enumerate briefly the functions performed by packaging.
17. What are the factors which affect the pricing decisions?
18. What are the disadvantages of value based pricing policy?
19. Assume that you are thinking of manufacturing a new kind of kitchen machine. Explain what steps you would take before introducing it in the market.
20. Write a short note on RPM.
21. Discuss the advantages and disadvantages of departmental stores.

(6×5=30)

**Part C**

*Answer any **two** questions.*

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

22. Explain the various functions of marketing management.
23. What do you mean by PLC? Discuss how it is related to the different stages of market development.
24. Why has the services sector grown rapidly in recent years? Explain the factors contributing to the growth of Service Sector.
25. Enumerate the functions of retailing?

(2×15=30)

