



K15P 0200

Reg. No. :

Name :

**Third Semester M.A./M.Sc./M.Com. Degree (Reg./Sup./Imp.)
Examination, November 2015
Commerce (2014 Admn.)
COM 3C11 : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part **(a)**, **3** marks for Part **(b)** and **5** marks for Part **(c)**.

1. a) What is Lean Supply Chain Management ?
b) Describe stages of identifying market segments.
c) Explain benefits of Branding Products.
2. a) Define odd even pricing.
b) What do you understand channel managements ?
c) Discuss objectives of sales promotion.
3. a) What do you mean by Brand Architecture ?
b) Describe different levels of distribution coverage.
c) What are the advantages and disadvantages of direct distribution ?
4. a) Define Approach.
b) What are the three Rs of environmentalism ? Explain.
c) "Marketing satisfies our needs". Briefly explain.

P.T.O.



5. a) What is psychographic segmentation ?
b) Elucidate Peter Drudoer on portfolio planning of products.
c) Discuss importance of sales promotion.
6. a) What do you mean by position the brand ?
b) Distinguish between individual consumer behaviour and industrial consumer behaviour.
c) Discuss important aspects to be considered in strategic supply chain management. (4×9=36)

SECTION – B

(2×12=24)

7. a) Discuss the role and types of an advertising agency.
OR
b) What is a distributions channel ? Explain the benefits wholesalers offer to members of the channel.
8. a) Discuss the relevance of selling to the modern marker and briefly explain selling steps.

OR

- b) Elucidate the reasons for the growth of the service sector in India.
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