



K16P 1055

Reg. No. :

Name :

Third Semester M.A./M.Sc./M.Com. Degree (Reg./Supple./Improve.)
Examination, November 2016

COMMERCE

COM 3C11 : Marketing Management
(2014 Admission Onwards)

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 do you mean by a negotiated sale ?
b) What are the five levels of a product according to Philip Kotler ?
c) Explain the type of markets a retailer intends to target.
2. a) Explain Economic Liberalisations Process.
b) Elucidate the hurdler in the rural marketing.
c) Describe marketing mix for green marketing.
3. a) Define copy testing.
b) Explain the major concepts in demand measurement research.
c) Discuss the internal sources of new product ideas.
4. a) What do you understand by Franchising ?
b) Describe two methods used by the Resellers for markup pricing.
c) Discuss Qualities and Categories of brand name.

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- 5. a) Define supply chain management.
- b) Describe the online Public Relations activities used by companies.
- c) "Marketing is intended to create customer delight" – Discuss.
- 6. a) Explain the term stabilization policy.
- b) Discuss important characteristics features of Differentiation Strategies.
- c) Describe the merits and demerits of Direct Distribution of Services. (4x9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

- 7. a) Discuss supply chain Decision Areas and Elements of the supply chain.
OR
- b) What do you mean by perceived risk ? Explain types of perceived risks.
- 8. a) Describe the concept of Foreign Direct Investment. Comment the impact of FDI in marketing.
OR
- b) Discuss the factors should be taken into consideration while allocating the advertising budget. (2x12=24)