



K20P 1138

Reg. No. :

Name :

III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)

Examination, October 2020

(2014 Admission Onwards)

COM3C11 : 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 marketing mix ?
b) Specify the importance of Marketing.
c) List out the ethical issues in Marketing.
2. a) What is viral marketing ?
b) Highlight the social oriented concept of Marketing.
c) Briefly explain the factors influencing buying behaviour.
3. a) What do you mean by consumer value ?
b) How does sales promotion differ from advertising ?
c) Describe the problems of rural marketing.
4. a) What is Marketing Myopia ?
b) Point out essential qualities of a Brand.
c) Detail the factors governing selection of channels of distribution.
5. a) What is consumer delight ?
b) Mention the qualities of a good advertisement copy.
c) Relationship marketing is about building lifelong relationships between a brand and its customers – Comment.

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6. a) Define salesmanship.
b) Describe the features of Agricultural Marketing.
c) What is product positioning ? Describe the importance of selecting a products line for gaining competitive advantage in FMCG industry India. (4×9=36)

SECTION – B

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

7. a) Discuss various stages in Product Life Cycle.

OR

- b) Explain the role of marketing intermediaries with example.

8. a) Enumerate the various methods of pricing.

OR

- b) Enumerate the causes of poor sales and suggest the measures for the increase in sales through effective promotional activities. (2×12=24)