



K22P 1441

Reg. No. :

Name :

III Semester M.Com. Degree (CBSS – Reg./Sup./Imp.)
Examination, October 2022
(2019 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) Define 'Marketing Niche'.
 b) Tabulate the differences between 'Marketing' and 'Selling' Concepts.
 c) Outline the factors governing pricing decisions in marketing.
2. a) Differentiate 'Shopping products' from 'Specialty products' with an example.
 b) Discuss the challenges in Green Marketing in India.
 c) "Consumers expect every brand to be socially responsible". Justify the benefits of cause-related marketing with an example.
3. a) What does 'Marketing Myopia' mean?
 b) Compare Salesmanship from Advertising with an example.
 c) Evaluate your approach as a Marketing Manager toward ensuring 100% customer delight for an online food delivery segment.
4. a) Give the essence of Emotional Appeal in Advertising.
 b) Outline the factors driving customers' satisfaction at shopping malls.
 c) Distinguish between Print Media Advertising and Electronic Media Advertising with examples.

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K22P 1441



5. a) Who is a 'Copywriter' in an Ad language?
 b) Evaluate the psychological factors affecting the buyer's decision-making process.
 c) Summarise the different forms of Outdoor Advertising with examples.
6. a) What does 'Flank Attack strategy' mean in Marketing?
 b) As a Marketing head, recommend the criteria to your subordinates for hiring the best salesperson in your company.
 c) Sketch out the different elements of an Advertising Copy. (4×9=36)

SECTION – B

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

7. a) Analyse the challenges and opportunities behind Rural Marketing in India with suitable cases.
 OR
 b) Why do new products fail in the market? Prepare a New Product Development plan outlining the various stages for an Energy drink.
8. a) Give an overview of factors determining the Channels of Distribution. Examine the reasons for Channel conflicts. What suggestions would you give as a Marketing Manager, to solve them?
 OR
 b) "Recently, Social Media allows marketers to connect and engage potential customers wherever they are". Critically evaluate the importance and limitations of Social Media Marketing. Investigate the ethical issues involved in it with valid examples. (2×12=24)