

B. COM. DEGREE END SEMESTER EXAMINATION - OCTOBER 2019**SEMESTER 3: COMMERCE (CORE COURSE)****COURSE: 15U3RCOM06 – MARKETING MANAGEMENT**

(For Regular - 2018 Admission and Supplementary / Improvement 2017, 2016, 2015 Admissions)

Time: Three Hours

Max Mark: 75

SECTION – A

*Answer **all** questions. Each question carries **two** marks.*

1. Define marketing.
2. Describe marketing research.
3. What do you mean by product mix?
4. What is trade mark?
5. Briefly explain penetration pricing.
6. What is personal selling?
7. What is meant by reverse logistics?
8. What is channel conflict?
9. What is green marketing?
10. What is meant by market targeting?

(2 × 10 = 20)

SECTION – B

*Answer any **five** questions. Each question carries **five** marks.*

11. Explain the need for market segmentation.
12. State the functions of marketing.
13. Distinguish between marketing and selling.
14. Explain the factors to be considered in product development.
15. State the objectives of pricing.
16. Explain important pricing policies.
17. Differentiate between logistics and supply chain management.

(5 × 5 = 25)

SECTION – C

*Answer any **three** questions. Each question carries **ten** marks.*

18. What do you mean by marketing mix? Explain various elements of marketing mix.
19. What is product labelling? Discuss the functions of labelling. Explain types of labels.
20. How is advertising effectiveness tested?
21. Explain channels of distribution. Describe the factors influencing the choice of distribution channel.
22. What is pricing? Explain the role of pricing in marketing strategy.

(10 × 3 = 30)
