

B. Com DEGREE END SEMESTER EXAMINATION - OCT/NOV 2020: JAN 2021**SEMESTER 3 : COMMERCE (CORE COURSE)****COURSE : 19U3RCOM9 : MARKETING MANAGEMENT***(For Regular - 2019 Admission)*

Time : Three Hours

Max. Marks: 75

PART A**Answer any 10 (2 marks each)**

1. What is niche marketing?
2. Explain micro marketing.
3. List functions of packaging.
4. List the factors that determine the utility of a product.
5. What is product standardisation?
6. What is administered pricing?
7. Explain demand oriented pricing policies?
8. What is predatory pricing?
9. Define retailing.
10. What is VMS?
11. Explain publicity?
12. Explain word of mouth marketing.

(2 x 10 = 20)**PART B****Answer any 5 (5 marks each)**

13. Distinguish between marketing and selling.
14. Explain the prerequisites of market segmentation.
15. Explain different marketing position strategies.
16. Distinguish between product and services.
17. Analyse the role of packaging in marketing.
18. Elaborate the objectives of pricing?
19. Explain the functions of intermediaries in the distribution channel.
20. Elaborate the advantages of relationship marketing?

(5 x 5 = 25)**PART C****Answer any 3 (10 marks each)**

21. Evaluate important steps in market segmentation.
22. Examine different stages in PLC?
23. Traditional pricing policies are not enough to beat the competition in the market. Comment.
24. Discuss the effect of direct marketing.
25. What are the various media available for advertising today? Which of them is most successful in your opinion and why?

(10 x 3 = 30)