

Reg. No .....

Name .....

22U312

**B. COM. DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**

**SEMESTER 3 : COMMERCE**

**COURSE : 19U3RCOM9 : MARKETING MANAGEMENT**

*(For Regular - 2021 Admission and Improvement / Supplementary - 2020 / 2019 Admissions)*

Time : Three Hours

Max. Marks: 75

**PART A**

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

1. What is Differentiated Marketing?
2. What is Market Research?
3. What is Modern Marketing?
4. List two objectives of RPM.
5. Compare Product Simplification and Product Differentiation.
6. What is Consistency of product mix?
7. Explain Personal Selling.
8. What is Market Positioning?
9. List any two sales promotion techniques.
10. What is VMS?
11. List any two functions of packaging.
12. Identify the pricing policies used in below processes:  
A) Tailoring B) Automobile industry.

**(2 x 10 = 20)**

**PART B**

**Answer any 5 (5 marks each)**

13. Elaborate the objectives of pricing.
14. What is the scope of retailing process?
15. Examine the importance of pricing policies.
16. Explain product labelling and its functions.
17. Explain the features of green marketing.
18. Elaborate the scope of marketing.
19. Explain the factors affecting marketing mix.
20. What is product innovation? State the importance of product innovation.

**(5 x 5 = 25)**

**PART C**

**Answer any 3 (10 marks each)**

21. Discuss the effect of direct marketing.
22. Discuss the different concepts of marketing.
23. "Smoking is injurious to health". Assess the importance of such information in marketing and how it is different from commercial marketing.

24. Elaborate RPM and evaluate the impact of RPM in marketing.
25. What is Product identification? Explain the function of packaging in product identification. Assuming that a dealer wants to send some gift items of glassware to Delhi from Mumbai, What type of packaging is needed for the dealer?

**(10 x 3 = 30)**