

B.COM. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 3 : COMMERCE****COURSE : 19U3CRCOM9 : MARKETING MANAGEMENT***(For Regular 2023 Admission and Improvement/Supplementary 2022/ 2021/2020/2019 Admissions)*

Time : Three Hours

Max. Marks: 75

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

1. What is E-marketing?
2. What is a target market?
3. What is outbound logistics?
4. What is multi product branding?
5. What do you mean by product line?
6. Expand RPM and state its two objectives.
7. What is possession utility?
8. What do you understand by the term "Strategy"?
9. List down the functions of SEM.
10. Define marketing management.
11. What is Promotion Mix?
12. Define product.

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

13. Explain in brief the role of packaging in marketing.
14. State the objectives of marketing mix and briefly explain.
15. Why internet is essential in marketing? Discuss briefly.
16. Analyse the controllable and uncontrollable factors affecting marketing.
17. Differentiate personal selling and publicity.
18. Explain the merits and demerits of value based pricing?
19. Elaborate the primary functions of retailers.
20. Categorise and briefly explain about consumer goods.

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

21. Discuss in detail about the different segmentation variables.
22. Evaluate different pricing approaches in marketing.
23. Explain the latest Marketing trends and its importance.
24. "Distribution is directly linked to sales and it is a part of marketing." Elucidate.
25. Examine different stages in PLC with the diagram.

(10 x 3 = 30)