

B. COM. DEGREE END SEMESTER EXAMINATION OCTOBER 2018**SEMESTER 3 : COMMERCE (CORE COURSE)****COURSE: 15U3RCOM06 – MARKETING MANAGEMENT**

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

Time: Three Hours

Max. Mark: 75

SECTION AAnswer **all** questions. Each question carries **two** marks.

1. Define marketing management.
2. What is brand equity?
3. What is logistic?
4. What is product positioning?
5. Write note on Labelling.
6. What is window display?
7. What is service marketing?
8. What is RPM?
9. What is zero level channel?
10. What is sales promotion?

(2 x 10 = 20 Marks)

SECTION BAnswer any **five** questions. Each question carries **five** marks.

11. What is consumer behavior? Explain the steps in consumer buying process.
12. What is product pricing? State the objectives of pricing.
13. Distinguish between personal selling and publicity.
14. What is marketing mix? Explain the components of marketing mix.
15. Write short note on (a) branding (b) trade mark.
16. How does skimming pricing differ from penetration pricing?
17. What do you mean by patronage buying motive?

(5 x 5 = 25 Marks)

SECTION CAnswer any **three** questions. Each question carries **ten** marks.

18. What is advertising media? Explain the factors to be considered for the selection of a particular media for advertising.
19. What is service marketing? Explain the major components of service marketing mix.
20. What is product life cycle? Explain its various stages and the strategies often used during each stage.
21. What is market segmentation? Explain the different bases of market segmentation?
22. What is channel of distribution? Discuss the different channels available to a manufacturer in distributing his products to the consumers.

(10 x 3 = 30 Marks)
