

SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2023**(Regular/Improvement/Supplementary)****FINANCE & COMPUTER APPLICATION****GBCM2C02T: MARKETING MANAGEMENT****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 Marks)**

1. What is conversional marketing?
2. Distinguish between merchandising and marketing.
3. What is service marketing?
4. What is consumer delight?
5. What is a potential product?
6. What is marginal cost pricing?
7. Distinguish between pricing policy and pricing strategy.
8. What is value network?
9. Define logistics management.
10. What is integrated marketing communication?
11. What do you mean by event marketing?
12. Define personal selling.
13. What is B2E e-commerce?
14. What do you mean by hypermarket?
15. What is content marketing?

**SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 Marks)**

16. Write a note on philosophy of marketing.
17. Define rural marketing. Explain the characteristics of rural market.
18. Explain the characteristics of industrial products.
19. What is penetration pricing strategy? What are the circumstances in which this strategy is adopted?
20. What are the causes of channel conflicts?
21. Explain the features of supermarkets.
22. What are the important features of advertisement copy?
23. Explain the characteristics of a good salesman.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Define market segmentation. What is its importance? Explain the various steps included in market segmentation.
25. Discuss briefly the various marketing strategies in different stages of product life cycle.
26. Explain the various sales promotion methods undertaken at dealer's as well as consumer's level.
27. Define e-marketing. Discuss the various reasons for the growth of e-marketing?

(2 x 10 = 20 Marks)