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D2BHC2202

Reg.No.....

Name:

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2023

B.Com. HONOURS

GBCH2B06T: MARKETING MANAGEMENT

Time: 3 Hours

Maximum Marks: 80

PART A: Answer all the questions. Each carries one mark.

Choose the correct answer.

1. The concept which gives emphasis on promotional efforts to increase the immediate sale of the product is considered as
a) Production b) Selling c) Marketing d) None
2. Any organization involved in selling to final consumers is involved in.....
a) Retailing b) Wholesaling c) Facilitating d) Distribution
3. The system that includes the producer, wholesaler(s), and retailer (s) acting as a unified system is known as
a) Vertical marketing system b) Horizontal marketing system
c) Conventional system d) Diagonal marketing system
4. The marketing channel that consists of the manufacturer selling directly to the consumer is called
a) Zero-level channel b) One-level channel c) Two-level channel d) Direct channel
5. The type of marketing in which activities are planned according to the needs and requirements of the people living in rural areas is called:
a) Rural marketing b) Urban marketing
c) Direct marketing d) Relationship marketing

Fill in the Blanks.

6. Negative feeling which arises after purchases causing inner tension is known as
7. goods are meant for use in the production of other goods or for some business or institutional purpose
8. Generally is the indicator of quality.
9. The power used by a manufacturer when they threaten to withdraw a resource or terminate a relationship if intermediaries fail to cooperate is known as.....
10. marketing involves creating, maintaining and enhancing strong relationships with customers and other stakeholders.

(10 x 1 = 10 Marks)

PART B: Answer any eight questions. Each carries two marks.

11. Explain societal concept.
12. What is emulative motive?
13. Explain word of mouth marketing.
14. What is demographic segmentation?
15. Comment on packaging.
16. What is trade discount?

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17. Differentiate between pull and push strategies.
18. What is viral marketing?
19. Define retailing.
20. What is demarketing?

(8 x 2 = 16 Marks)

PART C: Answer any six questions. Each carries four marks.

21. Explain the features of modern concept.
22. What are the factors determining product mix?
23. Explain marketing mix and its elements.
24. Enumerate briefly the functions performed by branding.
25. Mention the various methods of pricing?
26. How can the channel alternatives be evaluated?
27. What are the different forms of relationships that can be formed with customers?
28. Discuss synchro marketing.

(6 x 4 = 24 Marks)

PART D: Answer any two questions. Each carries fifteen marks.

29. Define consumer behaviour .What are the various factors influencing consumer behavior?
30. What is product development? Discuss briefly the steps involved in the process of product development.
31. Discuss the major channel design decisions.

(2 x 15 = 30 Marks)