

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2024
(Regular/Improvement/Supplementary)

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 consumer will prefer those products that offer top quality and innovative features as per.....

A) Production concept	B) Product concept
C) Selling concept	D) Societal concept
2. Influences and considerations that induce a customer to buy a particular product from a shop in preference to other shops is known as.....

A) Product buying motive	B) Patronage buying motive
C) Marketing mayopia	D) Marketing mix
3. is the registered brand

A) Trademark	B) Patent	C) Goodwill	D) Slogan
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4. Which of the following is NOT a promotion mix

A) Advertising	B) Personal selling	C) Publicity	D) Market research
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5. Use of promotion to decrease the demand of a product that is in short supply is called

A) Remarketing	B) Demarketing	C) Synchro marketing	D) Viral Marketing
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Fill in the Blanks.

6. Four 'P's of marketing is otherwise called
7. The process of dividing the market into different sections based on different factors is called.....
8. is the pricing strategy that where the price of a product is initially set low to quickly gain market share.
9. is the paid form of non-personal presentation and promotion of ideas, goods and service by an identified sponsor.
10. is a form of marketing that focuses on communicating directly with customers without middlemen.

(10 x 1 = 10 Marks)

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

11. Define marketing management.
12. What is product positioning?
13. What are the different layers of a product?
14. What do you mean by Logistic management?

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15. Give an example of viral marketing.
16. List out any four functions of marketing.
17. Distinguish emotional and rational buying motives.
18. List out any four essentials of good packaging.
19. What are the main functions of a wholesaler?
20. What is e-marketing?

(8 x 2 = 16 Marks)

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

21. Compare and contrast traditional and modern marketing concepts.
22. Briefly explain the major functions of marketing.
23. Distinguish between product marketing and service marketing.
24. E-marketing is not safe and secure. Do you agree? Justify your answer.
25. What is personal selling? What are the steps in personal selling?
26. Write short notes on (a) Re-marketing (b) Synchro marketing
(c) Viral marketing (d) Social marketing
27. Discuss the main tools of sales promotion.
28. Explain the factors affecting pricing decisions in marketing.

(6 x 4 = 24 Marks)

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

29. What is consumer behaviour? Explain the determinants of consumer behaviour.
30. Critically evaluate the different types of pricing policies.
31. What is promotion mix? Discuss the various factors affecting promotion mix decisions.

(2 x 15 = 30 Marks)