

SECOND SEMESTER B.Com. DEGREE EXAMINATION, APRIL 2024**(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 going rate pricing?
2. Illustrate the characteristics of Services.
3. What is service marketing?
4. What are price packs?
5. Comment on Labelling.
6. What is penetration pricing?
7. Write a short note on pop-up advertising.
8. What is hire purchasing trading?
9. Give an account on the source socket layer.
10. What is exclusive distribution?
11. Mention the features of point of purchase advertising.
12. What is counter-marketing?
13. Expand AIDA.
14. What is a self-liquidating premium?
15. Define Pharming.

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

16. Differentiate between Market and Marketing
17. How are new products priced in the Market?
18. What are the forces that contributed to the change in marketing practices and behaviour?
19. What are the different types of Internet Security Tools?
20. Explain AIDA approach to selling.
21. What factors are considered to select the target market?
22. What are the different types of buying behaviour?
23. Distinguish between Rural Marketing and Urban Marketing.

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

24. What do you understand by E-Commerce Models? What are the different types of Business Models?
25. Who are retailers? What are their different types?
26. What is PLC? Elaborate its importance in Marketing
27. Define Sales Promotion. Explain the different tools of consumer sales promotion.

(2 x 10 = 20 Marks)