

**THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2022
(Regular/Improvement/Supplementary)**

**B.Com Professional
GBCP3B12T: MARKETING MANAGEMENT**

Time: 3 Hours

Maximum Marks: 80

PART A: Answer all the questions. Each carries 1 mark.

Choose the correct answer.

1. The practice of going after a large share of a smaller market or subsets of a few markets is called:
 - a) Undifferentiated marketing.
 - b) Differentiated marketing.
 - c) Concentrated marketing.
 - d) Turbo marketing.
2. Which of the following is not an area of responsibility for a logistic manager?
 - a) Inventory
 - b) Purchasing
 - c) Warehousing
 - d) Marketing
3. Which type of promotion uses buying allowances, push money, and free goods?
 - a) Consumer promotion
 - b) Trade promotion
 - c) Sales force promotion
 - d) Place promotion
4. Convergence of branding, information dissemination and sales transactions - all in one place is called;
 - a) E-advertising
 - b) E-branding
 - c) E-commerce
 - d) E-marketing
5. The process of finding and creating new uses or satisfactions for an existing product is known as;
 - a) Niche- marketing.
 - b) Re- marketing.
 - c) Social marketing.
 - d) None of these.

Fill in the Blanks

6.is the father of Modern Marketing.
7. Product mixmeans, reducing the number of activities by discontinuing those products.
8. Zero level channels have no
9. Point of purchase promotion consists ofdisplays.
10.are the weekly markets from where rural people buy the items of daily necessities, garments, farm inputs etc

(10 × 1 = 10 Marks)

PART B: Answer any eight questions. Each carries 2 marks.

11. What is micro environment?
12. Examine the term target marketing.
13. What is brand equity?
14. Briefly elaborate on penetration pricing.

(PTO)

15. What are the kinds of warehousing?
16. Define Promotion mix.
17. What are the decision areas in advertising?
18. Explain rural marketing.
19. Define services.
20. Explain the concept of synchro marketing.

(8 × 2 = 16 Marks)

PART C: Answer any six questions. Each carries 4 marks.

21. State and explain the conditions essential for successful market segmentation.
22. What are the characteristics of an effective marketing mix? List out elements.
23. Define the term 'Product'. Also discuss the classification of product?
24. How important is the role of pricing in retail marketing mix? Briefly discuss the various retail pricing strategies.
25. Discuss various objectives a firm can have while deciding the price.
26. Enumerate the relationship between a logistics plan and a marketing plan.
27. What do you mean by public relations? Discuss the importance and methods of public relations.
28. Discuss the role of personal selling and advertising for promoting industrial products. How does it compare to consumer product promotion?

(6 × 4 = 24 Marks)

PART D: Answer any two questions. Each carries 15 marks.

29. Define Consumer behaviour? Discuss the various stages of Buying Process with examples.
30. Why do conflicts occur in a distribution channel? Is it possible to eliminate all types of conflicts in a channel relationship? How does channel conflict affect channel performance?
31. How can you distinguish the concept of Relationship Marketing in different sectors of the economy like industry and service?

(2 × 15 = 30 Marks)