

**THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2023****(Regular/Improvement/Supplementary)****B.Com. PROFESSIONAL****GBCP3B12T: MARKETING MANAGEMENT****Time: 3 Hours****Maximum Marks: 80****PART A: Answer *all* the questions. Each carries *one* mark.****Choose the Correct Answer.**

1. First stage in the basic model of Consumer Decision Making is -----.  
a. Purchase.      b. information search.      c. need.      d. evaluation of alternatives.
2. Luxury products, such as Rolex watches, are also known as -----.  
a. Shopping product.                              b. Convenience product.  
c. Emergency product.                              d. Specialty product.
3. The first step in developing an advertising program should be to -----.  
a. Set advertising objectives.                      b. Set the advertising budget.  
c. Evaluate advertising campaigns.              d. Develop advertising strategy.
4. General rural markets where rural / tribal people gather once or twice a week on a fixed day to exchange / to sell their produce is called -----.  
a. Regular periodic market.                      b. Seasonal market.  
c. Daily market.                                      d. Rural market.
5. Which is intangible among the following?  
a. Product.              b. Services.              c. Products & services.              d. None of these.

**Fill in the Blanks**

6. Customized marketing is also known as -----.
7. In ----- pricing strategy or variable pricing strategy, the manufacturer charges different prices to similar customers.
8. Traditional channel is suitable for ----- distribution.
9. An analysis of the success of a promotion plan depends on the ----- sought.
10. Swachh Bharat Abhiyan is an example of -----.

**(10 x 1 = 10 Marks)****PART B: Answer any *eight* questions. Each carries *two* marks.**

11. What are the major segment variables?
12. Differentiate between product motive and patronage motive.
13. What is market skimming price?

**(PTO)**

14. What are the types of middlemen?
15. What do you mean by logistics?
16. What are the needs for public relation?
17. What is sales promotion?
18. Define niche marketing.
19. What do you mean by green marketing?
20. What are Seven P's of services marketing?

**(8 x 2 = 16 Marks)**

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

21. Describe and classify various types of buyer behaviour models.
22. What are the basic elements that influence in selecting the strategy for market segmentation?
23. Examine the term 'price'. List the objectives and factors to be considered while setting the price.
24. Discuss the significance of personal selling. What are the qualities of a good salesmanship?
25. How can a specialist reduce the cost of distribution channel while analyzing all the aspects of the selection of them?
26. What is meant by inventory carrying cost? How are its components interrelated?
27. Briefly describe the marketing problems caused by perishability and possible solutions to perishability problems.
28. Have you had any experience with a brand that has done a great job with relationship marketing, permission marketing, experiential marketing, or one to-one marketing? What did the brand do? Why was it effective? Could others learn from that?

**(6 x 4 = 24 Marks)**

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

29. "Marketing may be defined as the delivery of a standard of living. The size of marketing task continually becomes greater as standard of living rises." Elucidate this statement.
30. Explain the reasons for failure of new product. What are the forces influencing the management of new products?
31. What are the roles of personal selling? Identify & explain briefly the principles of personal selling.

**(2 x 15 = 30 Marks)**