

**THIRD SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024**  
**(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. Select an appropriate definition of 'Want'.  
A. More consumer Needs                      B. Needs backed by buying power  
C. Needs directed to the product        D. Basic human requirements
2. This is where intermediaries are given exclusive rights to market the good or service within a defined 'territory', and thus you use a very limited number of intermediaries.  
A. Exclusive distribution.                      B. Convenience stores.  
C. Specific distribution.                      D. Selective distribution.
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. 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. Which of the following is not a characteristic of service marketing?  
A. Intangibility.                                B. Reparability.  
C. Heterogeneity.                              D. Perishability.

**Fill in the Blanks.**

6. \_\_\_\_\_ concept is based on those companies who believe in this philosophy that quality of goods or services of good standard can easily attract customers.
7. One of the product strategies followed in \_\_\_\_\_ stage may include product modification.
8. \_\_\_\_\_ includes design and administration of systems to control the flow of materials, WIP and finished inventory to support business unit strategy.
9. \_\_\_\_\_ are the key elements of promotion mix.
10. The greatest problem in the rural market is \_\_\_\_\_.

**(10 x 1 = 10 Marks)**

**(PTO)**

**Part B: Answer any *eight* questions. Each carries *two* marks.**

11. List out the decision areas in advertising.
12. What is sales promotion?
13. What is cyber marketing?
14. How the internet is influencing the consumer behavior?
15. Define demographic segmentation.
16. What are the methods of pricing?
17. Comment on routing.
18. What do you mean by lead time?
19. Enlist the need of public relations.
20. What is network marketing?

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

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

21. What do you mean by personal selling? Mention its objectives & principles.
22. Differentiate between various types of buying motives.
23. How do you select the target market?
24. Define the following: Variable Cost, Average Cost, Total Cost. Write short notes on Geographical Pricing.
25. Explain the term advertising media. Suggest suitable media for advertising electric bulbs.
26. What is meant by a customer oriented channel? How is it different from a conventional marketing channel?
27. Describe the Multichannel distribution strategy in detail.
28. Discuss the major functions of a warehouse. How is warehousing related to inventory decisions?

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

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

29. What do you mean by marketing environment? Describe the forces affecting the marketing environment.
30. Define packaging. What are the objectives and functions of packaging? Give characteristics of a good package.
31. Define and discuss the following terms: search attributes, experience attributes and credence attributes. Which type(s) of attributes most accurately apply to services?

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