



21100521

QP CODE: 21100521

Reg No :

Name :

B.Com DEGREE (CBCS) EXAMINATION, MARCH 2021
Third Semester
Core Course - CO3CRT10 - MARKETING MANAGEMENT

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

59273028

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is Marketing Myopia?
2. Define marketing management
3. What is undifferentiated marketing?
4. What is Product Positioning?
5. What is maturity stage?
6. Distinguish between a brand and a trademark.
7. What is AIDAS formula?
8. What is meant by mark-up pricing?
9. Explain Selective Distribution strategy.
10. What do you understand by the term Breaking Bulk?
11. What is viral marketing?
12. What is relationship marketing?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. Briefly explain the factors influencing market mix.
14. Explain the limitations of market segmentation.
15. Explain the need for product development.
16. Mention the advantages of Labeling.
17. Distinguish between product marketing and services marketing.
18. What are the types of competition oriented pricing policy?
19. What are cost based pricing methods? Explain in brief each method.
20. Briefly explain the phases of logistics.
21. Explain the tools of Direct Marketing.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the different micro and macro environment factors affecting marketing activities.
23. Discuss various product mix strategies.
24. What do you mean by pricing of a product? Explain the role of pricing in marketing strategy.
25. What is logistics? What are the basic reasons for the emergence of logistics?

(2×15=30)

