

(6 pages)

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M.Com. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

First Semester

Commerce – Core

MODERN MARKETING MANAGEMENT

(For those who joined in July 2020 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. The word market is derived from the Latin word 'Marcatus'. Which means
 - (a) merchandise
 - (b) wares
 - (c) traffic
 - (d) all the above

2. Test marketing is otherwise known as _____ marketing.
- (a) relationship (b) word-of-mouth
(c) field (d) none
3. Naming a product is known as _____
- (a) brand (b) brand name
(c) branding (d) brand mark
4. Generally, a product life cycle has _____ stages.
- (a) 6 (b) 5
(c) 4 (d) 3
5. Price of a product is 49.99, is an example of _____ pricing.
- (a) odd (b) customery
(c) prestige (d) none
6. Which of the following deals with specific marketing problem?
- (a) market research
(b) market information system
(c) market survey
(d) none

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the features of modern marketing?

Or

- (b) What is social marketing?

12. (a) What is product innovation? What are the function to be considered for product innovation?

Or

- (b) What is brand and branding?

13. (a) What is market research?

Or

- (b) Discuss the procedure for price determination.

14. (a) Discuss the services rendered by retailers to customers.

Or

- (b) Discuss the arguments against wholesalers.

15. (a) Define—‘Advertising’. Discuss its features.

Or

- (b) What are physical qualities of a sales personality?

PART C — ($5 \times 8 = 40$ marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Discuss the advantages of marketing concepts.

Or

- (b) Explain the main activities involved in international marketing.

17. (a) Explain the internal sources new product ideas.

Or

- (b) What is packaging? What are its functions?

18. (a) Explain the benefits of marketing environmental analysis.

Or

- (b) Explain the factors affecting pricing decisions.

19. (a) Explain the general functions of channels of distribution.

Or

- (b) Briefly discuss the services rendered by the wholesalers.

20. (a) Discuss the aims and objectives of advertising.

Or

- (b) Explain the objectives against advertising.
