

(6 Pages)

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M.Com. (CBCS) DEGREE EXAMINATION,
APRIL 2021.

First Semester

Core — Commerce

MODERN MARKETING MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. “Find wants and fill them” is a theme described
 - (a) Selling concept
 - (b) Marketing concept
 - (c) Product concept
 - (d) Production concept

2. The product, the price structure, the promotional activities and the distribution system are the four inputs refers to
- (a) Promotional mix
 - (b) Product mix
 - (c) Marketing mix
 - (d) Place mix
3. _____ refers to the act of designing the company's offering and images.
- (a) Product positioning
 - (b) Product strategies
 - (c) Product modifications
 - (d) Product differentiation
4. Product line and product mix are the important areas covered by _____
- (a) Promotion policy
 - (b) Distribution policy
 - (c) Product policy
 - (d) Price policy

5. _____ refers to external factors and forces that affect the company's ability to develop and maintain successful transactions and relationship with its target customers.
- (a) Market segment
 - (b) Marketing mix
 - (c) Marketing environment
 - (d) Marketing system
6. _____ refers to price in just under a round number.
- (a) Odd pricing
 - (b) Customary pricing
 - (c) Dual pricing
 - (d) Cost plus pricing
7. Conventional channels are _____ channels.
- (a) Individual (b) Institutional
 - (c) Private (d) Govt.
8. Unit store is a form of small scale _____
- (a) Wholesaler (b) Retailer
 - (c) Dealer (d) Agent

9. _____ emphasis personal selling.
- (a) Pull mix (b) Push mix
(c) Product mix (d) Place mix
10. Point of purchase advertising is used in the form of
- (a) Window display
(b) Painted display
(c) Calendars
(d) Brochures

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the importance of marketing.
- Or
- (b) Define services. Explain the different methods of classification of services.
12. (a) What are consumer goods? Differentiate consumer goods from industrial goods.
- Or
- (b) Define packaging. Explain its role in marketing.

13. (a) Explain the importance of marketing information system.

Or

- (b) What are the different methods of pricing a new product?

14. (a) Who is a retailer? What are the services rendered by a retailer?

Or

- (b) Explain marketing channel functions.

15. (a) Describe the objectives of sales promotion.

Or

- (b) What are the advantages of personal selling?

PART C — ($5 \times 8 = 40$ marks)

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

Each answer should not exceed 600 words.

16. (a) “Marketing strategy formulation is the key to the success of a marketer” – Do you agree? Explain.

Or

- (b) Describe the evolution and development of marketing concept.

17. (a) Define product mix and explain the components of product mix.

Or

- (b) Describe the different stages to the new product planning and development.

18. (a) What is marketing research? Discuss its nature and scope.

Or

- (b) What are the factors affecting pricing decision?

19. (a) Discuss different channels choices.

Or

- (b) What are the services rendered by wholesaler?

20. (a) What are the advantages of advertising to the producers?

Or

- (b) Explain the sales promotion techniques at consumer level.
