**SAINTGITS COLLEGE OF APPLIED SCIENCES**

**PATHAMUTTOM P.O, KOTTAYAM**

II Internal Examination –October 2018

B. Com Third Semester (Computer Applications and Taxation)

**Marketing Management**

Total marks: 80 Name:………………..

Time: 3 hours Roll Number: …………

**Section A**

 ***Answer any 10 questions. Each question carries 2 marks.***

1. What is brand loyalty?
2. Define market logistics.
3. What is Demarketing?
4. Explain any two dimensions of the product mix.
5. Explain the difference between retailer and retailing.
6. What are specialty products?
7. What is Repositioning?
8. What is marketing myopia?
9. What is a buying motive?
10. State any 4 essentials of good label?
11. What is channel of distribution?
12. Explain the concept of value-based pricing? (10 x 2 = 20)

**Section B**

***Answer any 6 questions. Each question carries 5 marks***

1. Explain the buying decision process

 14. What is channel conflict? Explain the conflict resolution strategies.

 15. What is marketing mix? List out the marketing mix of services.

 16. Explain the different types of pricing.

 17. What are the different types of channels?

 18. What are the key elements of brand equity?

 19. What are the different types of branding strategies?

 20. Explain the functions of retailers.

 21. Explain the different types of markets (6 x 5 = 30)

**Section C**

***Answer any 2questions. Each question carries 15 marks***

 22. Explain PLC.

 23. Explain the different modern marketing strategies.

 24. What is a new product? What are the stages in new product development?

 25. Explain the factors affecting the choice of channel of distribution. (2 x 15 = 30)



***Scan QR code for the answer scheme***