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M.Com. DEGREE (C.S.S) EXAMINATION, NOVEMBER 2019

First Semester

Faculty of Commerce

Core - CM010103 - MARKETING MANAGEMENT

2019 Admission Onwards

625DE964

Time: 3 Hours   Maximum Weight :30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. What is meant by standardisation?

2. What is meant by product mix?

3. What do you mean by partnership marketing?

4. What is Demographic Segmentation

5. Explain Differentiated Marketing

6. Define Buyer Behaviour?

7. Explain speciality goods with examples.

8. Define brand equity.

9. What do you mean by brand extension? Give examples.

10. What do you mean by service ?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Explain the advantages of customer centric organisation

12. Briefly explain value chain activities?

13. Explain the dimensions value proposition

14. Explain the different types of Buying Motives?

15. What is branding? Explain its characteristics.

16. Describe the characteristics of brand identity with suitable examples.

17. State the objectives of packaging.

18. Describe the factors affecting service quality ?

(6×2=12 weightage)

Part C (Essay Type Questions)
*Answer any **two** questions.*
*Weight **5** each.*

19. Discuss the internal and external environment of marketing?

20. Define Product Positioning? Explain the techniques of Product Positioning

21. Define product life cycle. Explain the basic strategies used in each stages of PLC.

22. What is service marketing ? Expalin in detail its features ?

(2×5=10 weightage)