

C 43115

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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION
APRIL 2023**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Section A*Answer all questions.**Each question carries 2 marks.**(ceiling 25 marks)*

1. What do you mean by differentiated marketing ?
2. Define Consumer Behaviour.
3. What is Eavesdropping ?
4. Distinguish between consumer and customer.
5. What is target marketing ?
6. Explain the features of advertising.
7. What is grade label ?
8. Explain the features of personal selling.
9. What is cost plus pricing ?
10. Explain the importance of public relations.
11. What is channel conflict ?
12. Explain the different elements of logistics.
13. What are the advantages of Word- of-Mouth marketing ?
14. Explain the advantages of m- commerce.
15. What is Phishing ?

Turn over

Section B

*Answer all questions.
Each question carries 5 marks.
(ceiling 35 marks)*

16. Explain the process of consumer decision making.
17. Distinguish between traditional marketing and e- marketing.
18. Explain the various steps of target marketing.
19. Distinguish between physical distribution and logistics.
20. Explain the benefits of IMC.
21. Explain the functions of the channel of distribution.
22. Distinguish between direct marketing and advertising.
23. Explain the advantages and limitations of labelling.

Section C

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

24. Explain different security tools used for managing risks in internet marketing.
25. What do you mean by channel of distribution ? Explain the factors to be considered while selecting a suitable channel of distribution.
26. Explain the principles and advantages of personal selling.
27. Write the meaning and definition of e- commerce. Explain its advantages and limitations.

(2 × 10 = 20 marks)