

D 124384

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE [SUPPLEMENTARY]
EXAMINATION, APRIL 2025**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

*Answers should be written in English only.***Part A***Answer **all** questions.**Each question carries 2 marks.**(Ceiling 25 marks)*

1. What do you understand by Public Relation Mix ?
2. Explain E-branding.
3. What are the psychological factors influencing consumer behaviour ?
4. Define Packaging.
5. What is price skimming ?
6. What is product simplification ?
7. What is E marketing ?
8. Explain Niche marketing ?
9. What do you mean by Marketing mix ?
10. What do you understand by AIDAS formula ?
11. Define e-advertising.
12. Define personal selling.
13. Who is a Wholesaler ?
14. What are industrial goods ?
15. What is Product positioning ?

Turn over

Part B

Answer all questions.

Each question carries 5 marks.

(Ceiling 35 marks)

16. Explain the factors that influence the choice of distribution channel ?
17. Write notes on the selling concept and marketing concept.
18. What is Product Life Cycle ? Explain various stages or phases of PLC.
19. Explain the reasons for the growth of E- marketing in India.
20. Briefly explain E-commerce and E- marketing ?
21. What are the different steps in pricing decisions adopted by firms ?
22. Explain marketing mix of Services
23. Discuss the essentials of good of a Package:

Part C

Answer any two question.

Each question carries 10 marks.

24. What are the different types consumer behaviour ? Also explain the consumer decision making process.
25. Explain the security tools available to a firm in E-Marketing.
26. Briefly explain the functions of various intermediaries in the distribution channels.
27. Define Advertising. Explain the importance of advertising.

(2 × 10 = 20 marks)