



K21P 1027

Reg. No. :

Name :



III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)
Examination, October 2021
(2018 Admission Onwards)
COM3C11 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Define Marketing Mix.
b) Explain Strategic Marketing Planning.
c) Describe Marketing Management Process.
2. a) Define Consumer Decision Making.
b) Explain Consumer Value.
c) Describe Consumer Satisfaction and Consumer Delight.
3. a) Define a Brand.
b) Explain Marketing Myopia.
c) Describe functions of packaging.
4. a) Define Price Lining.
b) Explain Pricing Policy.
c) Describe different pricing methods.
5. a) Define Distribution Mix.
b) What are Marketing Channels ?
c) Explain Recent Trends in Channel Management.

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- 6. a) Define Rural Market.
- b) What are the problems of rural marketing in India ?
- c) Describe agricultural marketing in India.

(4×9=36)

SECTION – B

Answer the following questions. **Each** question carries **12** marks.

- 7. a) Explain Social, Environmental and Ethical Issues in marketing.

OR

- b) Explain Product Life Cycle.

- 8. a) Explain the status of Consumer Protection in India.

OR

- b) Discuss factors considered for the selection of advertising media. (2×12=24)
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