



K20P 1138

Reg. No. : .....

Name : .....



III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)  
Examination, October 2020  
(2014 Admission Onwards)  
COM3C11 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

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

1. a) What is marketing mix ?  
b) Specify the importance of Marketing.  
c) List out the ethical issues in Marketing.
2. a) What is viral marketing ?  
b) Highlight the social oriented concept of Marketing.  
c) Briefly explain the factors influencing buying behaviour.
3. a) What do you mean by consumer value ?  
b) How does sales promotion differ from advertising ?  
c) Describe the problems of rural marketing.
4. a) What is Marketing Myopia ?  
b) Point out essential qualities of a Brand.  
c) Detail the factors governing selection of channels of distribution.
5. a) What is consumer delight ?  
b) Mention the qualities of a good advertisement copy.  
c) Relationship marketing is about building lifelong relationships between a brand and its customers – Comment.

P.T.O.



- 6. a) Define salesmanship.
- b) Describe the features of Agricultural Marketing.
- c) What is product positioning ? Describe the importance of selecting a products line for gaining competitive advantage in FMCG industry India. (4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

- 7. a) Discuss various stages in Product Life Cycle.  
OR
- b) Explain the role of marketing intermediaries with example.
- 8. a) Enumerate the various methods of pricing.  
OR
- b) Enumerate the causes of poor sales and suggest the measures for the increase in sales through effective promotional activities. (2×12=24)