



K16P 1411

Reg. No. :

Name :

**Third Semester M.Com. Degree (Regular/Supplementary/Improvement)
Examination, November 2016
(2014 Admn. Onwards)**

COM 3C11 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** of the following. Part – **A** of **each** question carries **one** mark,
Part – **B** **three** marks and Part – **C**, **five** marks :

1. A) Define consumer behavior.
B) Explain the main uses of studying consumer behavior in modern marketing.
C) Distinguish between final consumer behavior and organizational consumer behavior.
2. A) What do you mean by societal marketing ?
B) What are the different philosophies of marketing ?
C) Discuss the market characteristics of rural market in India.
3. A) What do you understand by customer value in modern marketing ?
B) What are the value maximization strategies followed by modern marketers ?
C) Explain the important marketing control techniques used by modern marketers.
4. A) Distinguish between core product and tangible product.
B) Distinguish between product line strategy and product mix strategy.
C) What do you understand by branding ? What are the elements of a brand ?
5. A) What do you mean by bottom up and top down approaches of pricing strategy ?
B) Distinguish between skimmed pricing and penetration pricing.
C) Discuss the factors influencing the pricing decision.

P.T.O.



6. A) What do you understand by integrated marketing communication ?
B) Explain the main purpose of using integrated marketing communication.
C) Discuss the role of public relation in modern marketing. **(4×9=36)**

SECTION – B

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

7. A) Design an advertisement copy for a newly starting premium segment super specialty heart hospital in Kochi which is focusing on modern technology and human skill for heart treatment.

OR

- B) RBI has given sanction for starting of payment banks in India. Suggest a suitable market segmentation strategy and positioning strategy for this.

8. A) Discuss the product market characteristics of a product in the different stages of its lifecycle.

OR

- B) Discuss the importance of analyzing macro environment of marketing before strategic marketing planning. **(2×12=24)**