



0136326

K19P 1138

Reg. No. :

Name :

III Semester M.Com Degree (CBSS-Reg/Suppl./Imp.)

Examination, October - 2019

(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). **(4×9=36)**

1. (a) What do you mean by marketing?
(b) Explain the nature of marketing.
(c) Discuss the process of marketing management.
2. (a) What do you mean by consumer behaviour.
(b) Explain the strategic marketing planning.
(c) Discuss the Product Life Cycle.
3. (a) What do you mean by marketing?
(b) Explain the characteristics of consumer behaviour.
(c) What are the factors influencing buying behaviour.
4. (a) What do you mean by relationship marketing.
(b) What is the difference between consumer satisfaction and consumer delight?
(c) What are the different price adjustment strategies.
5. (a) What do you mean by sales promotion.
(b) Explain the concept market communication.
(c) What are recent trends in channel management.

P.T.O.

K19P 1138

(2)



6. (a) What do you mean by Green Marketing?
(b) Explain the features of rural marketing.
(c) Explain the problems of rural marketing.

SECTION - B

Answer the **two** questions in this section. Each question carries **12** marks.
(2×12=24)

7. a) Discuss the major advantages and disadvantages of branding.
(OR)
b) Discuss the important channels of distribution.
8. a) Discuss the emerging trends in marketing.
(OR)
b) Comment on various factors affecting the choice of a distribution channel.
-