QP CODE: 25046384

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Reg No : .....

Name : .....

B.COM DEGREE (CBCS) IMPROVEMENT / REAPPEARANCE / MERCY CHANCE EXAMINATIONS, NOVEMBER 2025

Third Semester

Core Course - CO3CRT10 - MARKETING MANAGEMENT

(Common to all B.Com Degree Programmes)

2017 Admission Onwards

E496E60F

Time: 3 Hours Max. Marks : 80

Instructions to Private candidates only: This question paper contains two sections. Answer SECTION I questions in the answer-book provided. SECTION II, Internal examination questions must be answered in the question paper itself. Follow the detailed instructions given under SECTION II

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What do you understand by the term marketing research?
2. What is Macro Environment?
3. What is differentiated market targeting?
4. What is product line extension?
5. What is product mix?
6. What is AIDAS formula?
7. What is cost plus pricing?
8. What is meant by premium pricing?
9. What is meant by channel conflict?
10. List out the disadvantages of Direct Marketing.
11. What is e-WOM?
12. What is relationship marketing?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Distinguish between marketing and marketing management.

14. Explain the steps in market segmentation.

15. What are the steps taken to prevent product failures?

16. What are objectives of Labeling?

17. Explain break –even pricing.

18. What are the disadvantages of value based pricing policy?

19. Explain the role of pricing in marketing strategy.

20. What are the features of Logistics?

21. What are the features of SCM?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. What do you meant by marketing mix? Enumerate various elements of marketing mix?

23. Define product. Explain the different stages in new product development.

24. Why has the services sector grown rapidly in recent years? Explain the factors contributing to the growth of Service Sector.

25. Explain the different types of retailing.

(2×15=30)