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M.Com. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2019.

First Semester

Commerce – Core

MODERN MARKETING MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. A name, term, sign, symbol or a combination of them which is intended to identity the goods.  
(a) Label (b) Brand  
(c) Advertising (d) Brand name
2. Put the product in the market for trail before it is launched in the market commercially.  
(a) Product innovation  
(b) Product modification  
(c) Market segmentation  
(d) Test marketing

3. A brand or part of a brand that is given legal protection because it is capable of exclusive appropriation is  
(a) Brand (b) Label  
(c) Brand name (d) Trade mark
4. Marketing planning is done by  
(a) Marketing department  
(b) Purchase department  
(c) Finance department  
(d) Production department
5. A set of objectives, policies and rules that guide overtime firms marketing efforts.  
(a) Marketing strategy  
(b) Marketing Research  
(c) Marketing mix  
(d) None of these
6. The pricing method which assumes that no product is sold at a loss  
(a) Competition oriented pricing policy  
(b) Demand oriented pricing policy  
(c) Cost-plus- pricing  
(d) None of these



7. Concerns trades up when it adds higher priced better item to gain sales of a present lower priced article is
  - (a) Quality variations
  - (b) Trading up
  - (c) Trading down
  - (d) Test marketing
8. Product Elimination means:
  - (a) Products are removed from the product -line at times
  - (b) Continuous decrease in the sale of the product
  - (c) Emergence of a superior product
  - (d) None of these
9. Under role playing:
  - (a) Each participant is asked to play a role
  - (b) Participants are not asked to play a role
  - (c) The participants are not observed
  - (d) None of these
10. AIDA concept refers to
  - (a) Attention Income Demand Action
  - (b) Attention Interest Desire Action
  - (c) Allocation Income Demand Action
  - (d) None of these

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What do you mean by market? Give its classification.  
Or  
(b) Write a brief note on 'marketing mix'.
12. (a) Explain the term trading up and trading down.  
Or  
(b) Discuss the reasons for product innovation.
13. (a) What are the limitation of marketing research?  
Or  
(b) Explain the term skim the cream pricing.
14. (a) What do you understand by physical distribution? Explain why physical distribution is necessary in the modern marketing?  
Or  
(b) What are the advantages of multiple shops?
15. (a) Discuss the five stages in communication process.  
Or  
(b) Explain various forms of promotional activities.



PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

- 16 (a) Explain the importance of marketing planning.

Or

- (b) What do you mean by marketing strategy? Explain the factors to be considered in formulating overall marketing strategy.

17. (a) What do you mean by product line management? Briefly comment on its strategies.

Or

- (b) What do you mean by product Life cycle? Explain the marketing strategies which may be adopted during the life cycle of a product?

18. (a) Enumerate the factors which affect pricing decision.

Or

- (b) Explain the pricing strategy to be used to determine the price of a new product.

19. (a) Discuss importance and functions of Transport for trade and industry.

Or

- (b) What are the different forms of Retail Trade organization? Explain in brief.

20. (a) What is promotion mix? Explain the factors which affect the promotional mix of a company?

Or

- (b) Explain the qualities of an advertisement copy.

