

(6 pages)

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M.Com.(CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

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 questions.

Choose the correct answer :

1. The Exchange that takes place in a society along with the facilitating Institutions makeup its
 - (a) Marketing System
 - (b) Marketing Environment
 - (c) Macro Environment
 - (d) Extra Environment

2. In a market sphere there can be only one price for a commodity at a given time is known as
- (a) Perfect Market
 - (b) Imperfect Market
 - (c) Economic Market
 - (d) International Market
3. Product plus Extra benefits added by seller is ____.
- (a) Symbolic Product
 - (b) Augmented Product
 - (c) Core Product
 - (d) Expected Product
4. After the product is dressed up with brand name and packaging it is put to ____.
- (a) Concept Testing
 - (b) Business Analysis
 - (c) Product Development
 - (d) Market Testing

5. Which of the following is the component of Macro Environment?
- (a) Suppliers
 - (b) Market Intermediaries
 - (c) Competitors
 - (d) Government Agency
6. Judicial action is a component of ____.
- (a) Demographic Environment
 - (b) Legal Environment
 - (c) Cultural Environment
 - (d) Economic Environment
7. The act of selling the same article at different prices to different buyers ____.
- (a) Psychological pricing
 - (b) Location pricing
 - (c) Discriminatory pricing
 - (d) Prestige pricing
8. Use of two or more distribution channels to reach the same target market is ____.
- (a) Intensive Distribution
 - (b) Selective Distribution
 - (c) Exclusive Distribution
 - (d) Dual Distribution

9. A promotion designed to inform the target market about the firm's offering is known as ____.
- (a) Informative Promotion
 - (b) Persuasive Promotion
 - (c) Reminder Promotion
 - (d) Buyer behaviour Modification
10. When Manufacturers, Wholesalers and Retailers jointly sponsor and share the expenditure on advertising. It is known as ____.
- (a) Product Advertising
 - (b) Primary Demand
 - (c) Selective Advertising
 - (d) Co operative Advertising

PART B — ($5 \times 5 = 25$ marks)

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

Each answer should not exceed 250 words.

11. (a) What are the features of Modern Marketing?

Or

- (b) What are the steps involved in Marketing Concept?

12. (a) Give the details about Product Life Cycle.

Or

- (b) Explain the characteristics of a good brand.

13. (a) Discuss the features of Marketing Research.

Or

- (b) What do you understand by Market Information System?

14. (a) What is meant by Sales Production and explain its advantages?

Or

- (b) Explain the importance of Channels of Distribution.

15. (a) State the importance of personal selling

Or

- (b) What are the qualities required for good Advertisement copy?

PART C — (5 × 8 = 40 marks)

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

Each answer should not exceed 600 words.

16. (a) How do you frame the objects of Marketing?

Or

- (b) Enumerate the evolution of Marketing.

17. (a) Discuss briefly the steps to be followed in new product introduction.

Or

- (b) Explain the functions of Branding.

18. (a) What are the various steps through which Marketing Research is organized?

Or

- (b) Explain the pricing objectives.

19. (a) What are the factors influencing the selection of distribution channel ?

Or

- (b) Explain about the types of retailers.

20. (a) What are the qualities of Good Salesman?

Or

- (b) Discuss about the factors should be kept in mind while selecting the Advertising Medium.
