

D 103472

(Pages : 3)

Name.....

Reg. No.....

SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION**APRIL 2024**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

*Answers should be written in English only.***Part A***Answer all the questions.**Each question carries 1 mark.*

(A) Choose the correct answer :

1 Finding or creating new uses or users for an existing product is known as :

(A) Demarketing.

(B) Remarketing.

(C) Social marketing.

(D) Mass marketing

2 Among the following which is not a competition oriented pricing policy :

(A) Going rate pricing.

(B) Perceived value pricing.

(C) Customary pricing.

(D) Sealed bid pricing.

3 The wholesaling units that market specialized lines of products to certain types of stores only is termed as :

(A) Cash and carry wholesalers.

(B) Drop shippers.

(C) Rack jobbers.

(D) Truck wholesalers.

Turn over

4 EFT means :

- (A) Electronic Fund Transfer.
- (B) Electronic Financial transaction.
- (C) Electronic Fraud Transactions.
- (D) Electronic File Transfer.

5 Which one of the following is not an internet based promotion ?

- (A) Banner advertising.
- (B) One to one promotions.
- (C) Email marketing.
- (D) Promotional leaflets.

(B) Fill in the blanks :

- 6 The strong attachment of a buyer to the particular brand is termed as _____.
- 7 Finding and qualifying potential customers is called _____.
- 8 Sale of goods and services by telephone is known as _____.
- 9 Segmenting market based on family life cycle is called _____ segmentation.
- 10 The use of technology to automate business and work flows is called _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11 Which are the different buying motives ?
- 12 What is brand name ?
- 13 Write any *two* functions of retailers
- 14 What are the merits of online advertising
- 15 Who are Hawkers ?
- 16 Write any *two* objectives of pricing ?
- 17 Identify security risks in E commerce
- 18 What are the disadvantages of test marketing ?

- 19 What is AIDAS formula ?
20 Which are the economic theories of buyer behaviour ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

*Answer any **six** questions.
Each question carries 4 marks.*

- 21 Which are the steps in consumer buying process ?
22 Bring out the types of wholesalers.
23 Which are the different types of channel levels ?
24 Bring out elements of electronic payment system.
25 Briefly explain the patterns of market segmentation.
26 What are the problems of ecommerce ?
27 What are the steps in the product planning for new products ?
28 State popular tools of trade promotion.

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any **two** questions.
Each question carries 15 marks.*

- 29 Explain components and role of marketing mix. Which are the factors affecting them ?
30 Explain the concept of product life cycle.
31 Evaluate different media of advertising.

(2 × 15 = 30 marks)

D 103472-A

(Pages : 4)

Name.....

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SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION**APRIL 2024**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2017—2018 Admissions)

(Multiple Choice Questions for SDE Candidates)

Time : 15 Minutes**Total No. of Questions : 20****Maximum : 20 Marks****INSTRUCTIONS TO THE CANDIDATE**

1. This Question Paper carries Multiple Choice Questions from 1 to 20.
2. The candidate should check that the question paper supplied to him/her contains all the 20 questions in serial order.
3. Each question is provided with choices (A), (B), (C) and (D) having one correct answer. Choose the correct answer and enter it in the main answer-book.
4. The MCQ question paper will be supplied after the completion of the descriptive examination.

BCM 2C 02—MARKETING MANAGEMENT

(Multiple Choice Questions for SDE Candidates)

1. Cultural factors consists of culture, subculture and ————.
 - (A) Social influence.
 - (B) Social class.
 - (C) Both of them.
 - (D) None of them.

2. Products that consumers buy after comparing suitability, quality, price etc of different brands are called.
 - (A) Convenience products.
 - (B) Consumer products
 - (C) Shopping products.
 - (D) None of these.

3. After sale service is a part of :
 - (A) Core product.
 - (B) Augmented product.
 - (C) Tangible product.
 - (D) None of these.

4. A price reduction to buyers who pay their bills promptly is called.
 - (A) Trade discount.
 - (B) Cash discount.
 - (C) Seasonal discount.
 - (D) Quantity discount.

5. Which of the following is not a none store retailing ?
 - (A) Telemarketing.
 - (B) Direct marketing.
 - (C) Kiosk marketing.
 - (D) Retail chains.

6. How do manufactures reach directly to customers ?
 - (A) Factory outlet.
 - (B) Wholesalers.
 - (C) Independent retailers.
 - (D) None of these.

7. What is the similarity between direct marketing and personal selling ?
- (A) Simplifying transactions.
 - (B) Answering customer enquiries.
 - (C) Building better customer relationship.
 - (D) Building company image.
8. Medical treatment with ayurvedic massage is an example of :
- (A) Pure tangible good.
 - (B) Hybrid.
 - (C) Pure service.
 - (D) None of these.
9. Which of the following is not an e-marketing tool ?
- (A) I-radio.
 - (B) Mobile phone.
 - (C) I kiosks.
 - (D) Cinema.
10. Which of the following is not a risk in internet based transaction ?
- (A) Eavesdropping.
 - (B) Spoofing.
 - (C) Encryption.
 - (D) Unauthorized action.
11. A brand's _____ is the full positioning of the brand — the full mix of benefits upon which it is positioned.
- (A) Distinctive proposition.
 - (B) Preemptive proposition.
 - (C) Value proposition.
 - (D) Superior proposition.
12. What does the term PLC stands for ?
- (A) Product life cycle.
 - (B) Production life cycle.
 - (C) Product long cycle.
 - (D) Production long cycle.
13. The sales force structure in which a sales representatives works to sell specific items of product line is classified as :
- (A) Indirect sales force structure.
 - (B) Territorial sales force structure.
 - (C) Customer sales force structure.
 - (D) Product sales force structure.

Turn over

14. The pricing strategy used to set prices of the products that are must be used with the main product is called :
- (A) Optional product pricing. (B) Product line pricing.
(C) Competitive pricing. (D) Captive product pricing.
15. When the new developed product concept is tested, the next immediate step is to ?
- (A) Develop market strategy. (B) Develop a testing technique.
(C) Develop intermediaries. (D) Develop logistic network.
16. The profits related to the new product in its introductory stage are :
- (A) Negative. (B) Continuously rising.
(C) Higher. (D) Declining.
17. In PLC stages, the stage in which sales and profits declines is called
- (A) Decline stage. (B) Less improved stage.
(C) Product maturity stage. (D) Non-innovative stage.
18. The process which involves controlling, implementing and planning the materials and final goods to meet final customer at high profits is classified as :
- (A) Exclusive distribution. (B) Exclusive dealing.
(C) Physical distribution. (D) Supply chain management
19. The total number of level of intermediaries represent the :
- (A) Width of channel. (B) Length of channel.
(C) Divisors of channel (D) Flexibility of channel.
20. The vertical marketing system in which different stages of production and distribution co-ordinates through capacity of one of parties is classified as :
- (A) Full time VMS. (B) Contractual VMS.
(C) Administered VMS. (D) Corporate VMS.

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Name.....

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**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2023**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I*Answer all questions.**Each question carries 1 mark.*

(A) Choose the correct answer :

- 1 _____ is the only revenue generating element in the marketing mix.
- (a) Promotion. (b) Product.
(c) Place. (d) Price.
- 2 EFT stands for :
- (a) Electronic Fund Transfer. (b) Efficient Fund Transfer.
(c) Electronic Fees Transfer. (d) Economic Fund Transfer.
- 3 No middle men are involved in :
- (a) Wholesale trade. (b) Retail trade.
(c) Direct marketing. (d) Indirect marketing.
- 4 Products includes :
- (a) Goods. (b) Services.
(c) Ideas. (d) All the Above.
- 5 _____ goods are consumed fast and are purchased frequently.
- (a) Durable goods. (b) Non-durable goods.
(c) Industrial goods. (d) Shopping goods.

Turn over

(B) Fill in the blanks :

- 6 When a brand name or brand mark is registered and legalized it becomes _____.
- 7 _____ is the process of getting products and services where they are required and whenever they are desired.
- 8 _____ are goods the consumer does not know about or does not normally think of buying.
- 9 _____ act as a connecting link between wholesaler and consumers.
- 10 _____ is the amount paid by the buyer to the seller for a product.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** questions.
Each question carries 2 marks.*

- 11 What do you mean by a market ?
- 12 Who are itinerant retailers ?
- 13 What do you mean by market segmentation ?
- 14 What is meant by penetration pricing policy ?
- 15 What do you mean by branding ?
- 16 List out any four advantages of packaging.
- 17 What do you mean by E-commerce ?
- 18 What is meant by a guarantee ?
- 19 List out any two differences between a product and a service.
- 20 What is an E-wallet ?

(8 × 2 = 16 marks)

Part III (Short Essays)

*Answer any **six** questions.
Each question carries 4 marks.*

- 21 List out any *four* advantages and limitations of labelling.
- 22 Distinguish between advertisement and personal selling.

- 23 “Marketing creates five types of values”. What are they ?
- 24 Explain various stages or phases of the Product Life Cycle.
- 25 Explain the various steps or stages involved in the market segmentation process.
- 26 List out any *four* benefits and limitations of E-commerce.
- 27 What are the various services rendered or offered by the wholesalers ?
- 28 List out the various advantages or benefits of sales promotion.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

- 29 List out the various steps involved in setting the price. What are the various methods of pricing ?
- 30 What is Marketing ? Explain the various importance or advantages of marketing.
- 31 What are the key elements of the marketing communication mix ? Also, explain the various factors affecting marketing communication mix decisions.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

*Answer all questions.
Each question carries 1 mark.*

(A) Choose the correct answer :

- 1 _____ is the process of getting products and services where they are required and whenever they are desired.
(a) Advertisement. (b) Warehousing.
(c) Logistics. (d) Selling.
- 2 'P' in PLC Stands for _____.
(a) Promotion. (b) Product.
(c) Place. (d) Price.
- 3 _____ is the first intermediary in the channel of distribution.
(a) Agent. (b) Retailer.
(c) Wholesaler. (d) None of the Above.
- 4 Which of the following is not part of demographic segmentation ?
(a) Age. (b) Income.
(c) Interest. (d) Education.
- 5 _____ concept holds that the consumers prefer the goods which are easily available at lower prices.
(a) Production concept. (b) Selling concept.
(c) Product concept. (d) Exchange concept.

Turn over

(B) Fill in the blanks :

- 6 _____ is a set of communication efforts used to create and maintain favourable relationships between the organization and its public.
- 7 Cost plus pricing is also known as _____.
- 8 _____ middlemen are those channel members who never take title to goods.
- 9 _____ is a part of the brand which appears in the form of a symbol or design.
- 10 _____ are the groups that have a direct or indirect influence on a person's attitude or behaviour.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** questions.
Each question carries 2 marks.*

- 11 Define marketing.
- 12 Who is a retailer ?
- 13 What do you mean by pricing ?
- 14 What is meant by direct selling ?
- 15 What do you mean by brand loyalty ?
- 16 What is Word-of-mouth marketing ?
- 17 What is spoofing ?
- 18 What do you mean by M-commerce ?
- 19 What is a service ?
- 20 What do you mean by dual pricing ?

(8 × 2 = 16 marks)

Part III (Short Essays)

*Answer any **six** questions.
Each question carries 4 marks.*

- 21 Explain how marketing is different from selling.
- 22 Write a short note on Electronic Payment System.

- 23 What are the various features or characteristics of advertising ?
- 24 What are the different forms or types of interactive marketing ?
- 25 What are the various economic factors that determine or influence consumer behaviour or buying decisions ?
- 26 List out any four differences between industrial goods and consumer goods.
- 27 What are the various pricing techniques covered under cost-based pricing policies ?
- 28 Explain the principles of personal selling.

(6 × 4 = 24 marks)

Part IV (Long Essays)

*Answer any **two** questions.*

Each question carries 15 marks.

- 29 What do you mean by market segmentation ? List out its advantages. Also, briefly explain the various bases or methods of market segmentation.
- 30 What is E-commerce ? Explain the various E-commerce business models. Also, list out the limitations of E-commerce.
- 31 What is meant by sales promotion ? Explain the various kinds of sales promotion.

(2 × 15 = 30 marks)

C 4055

(Pages : 3)

Name.....

Reg. No.....

**SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2021**

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I*Answer all questions.**Each question carries 1 mark.*

(A) Choose the correct Answer :

1 Goods which are purchased for final consumption known as :

- (a) Producer goods. (b) Consumer goods.
(c) Industrial goods. (d) None of these.

2 Which of the following is the pricing strategy for new product ?

- (a) Price skimming. (b) Negotiated price.
(c) Variable pricing. (d) Sealed bid pricing.

3 Which of the following is not an element of marketing mix ?

- (a) Price. (b) Population.
(c) Promotion. (d) Product.

4 _____ is the strategy to promote the relationship with the customers to increase sales

- (a) TQM. (b) PSS.
(c) HMS. (d) CRM.

5 Penetration pricing strategy is used for :

- (a) Existing product. (b) New product.
(c) Outdated product. (d) None of these.

Turn over

(B) Fill in the blanks :

- 6 Place where buyers and sellers are in contact with each other is known as :
- 7 In modern marketing _____ is the king ?
- 8 Anything that can be offered to a market to satisfy the needs of a customer is _____.
- 9 Composite product offered for sale by a business unit is :
- 10 Transportation creates _____ utility.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** questions.
Each question carries 2 marks.*

- 11 What do you mean by market segmentation ?
- 12 What is industrial goods ?
- 13 What do you mean by product simplification ?
- 14 What do you mean by geographical pricing ?
- 15 What are the tools involved in promotion mix ?
- 16 What is distribution channel ?
- 17 What do you mean by Tele marketing ?
- 18 Mention any *two* features of modern marketing ?
- 19 What is economic segmentation ?
- 20 What do you mean by consumer behavior ?

(8 × 2 = 16 marks)

Part III (Short Essays)

*Answer any **six** questions.
Each question carries 4 marks.*

- 21 What are the objectives of marketing ?
- 22 What are the benefits of market segmentation ?
- 23 Explain the features of a product.
- 24 Explain the significance of pricing of a product.

- 25 Explain the importance of advertising.
- 26 Briefly explain the factors determining the channels of distribution.
- 27 What are the benefits of e-marketing ?
- 28 Mention the different techniques of sales promotion at consumer level.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

- 29 What is consumer behavior ? Explain the various factors influencing the customers' buying behavior.
- 30 What do you mean by product development ? What are the stages involved in new product development ?
- 31 Define Advertising. Explain the different kinds of advertising.

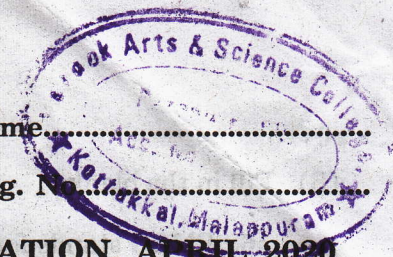
(2 × 15 = 30 marks)

C 81704

(Pages : 3)

Name.....

Reg. No.....



SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS—UG)

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions, each question carries 1 mark.

(A) Choose the correct answer :

1 The concept of marketing mix was developed by :

- (a) Philip Kotler. (b) N H Borden.
(c) William J Stanton. (d) None of these.

2 Sub-dividing of market into homogeneous sub-sections of customers is known as :

- (a) Target marketing. (b) Market segmentation.
(c) Product differentiation. (d) None of these.

3 Anything that has ability to satisfy needs and wants of the consumer is known as :

- (a) Price. (b) Package.
(c) Product. (d) Promotion.

4 The retailer sells goods in _____.

- (a) Small quantity. (b) Huge quantity.
(c) Not enough. (d) None of these.

5 White revolution relates with :

- (a) Fish. (b) Milk.
(c) Service. (d) None of these.

Turn over

(B) Fill in the blanks :

- 6 FMCG stands for _____.
- 7 _____ goods are purchased for final consumption.
- 8 EFT means _____.
- 9 Transportation creates _____ utility.
- 10 The market where product is sold by only one seller known as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions, each question carries 2 marks.

11. What do you mean by market positioning ?
12. What do you mean by advertising ?
13. What do you mean by price skimming ?
14. What do you mean by product modification ?
15. What do you mean by product line ?
16. What do you mean by relationship marketing ?
17. Mention any *two* objectives of advertising.
18. What do you mean by odd pricing ?
19. Define service.
20. What is B2C business ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions, each question carries 4 marks.

21. Briefly explain the features of modern marketing.
22. What are the objectives of product diversification ?
23. Explain the different types of sales promotion techniques.
24. Explain the different marketing concepts.
25. What are the factors influencing consumer behavior ?

26. What are the characteristics of services ?
27. What are the importance or objectives of sales promotion ?
28. Explain the problems involved in the marketing of services.

(6 × 4 = 24 marks)

Part IV (Long Essays)

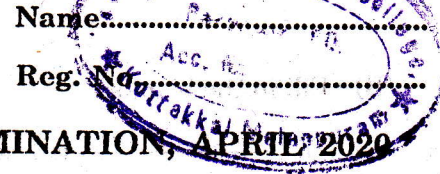
Answer any two questions, each question carries 15 marks.

29. Define Sales Promotion. What are the merits and demerits of sales promotion ?
30. What do you mean by product innovation ? What are the factors influencing product innovation ? Explain the different product innovation strategies.
31. What do you mean by market segmentation ? Explain the steps in market segmentation process.

(2 × 15 = 30 marks)

C 81703

(Pages : 3)



SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CUCBCSS—UG)

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

(A) Choose the correct answer :

- 1 _____ is the fundamental element of marketing mix.
 - (a) Product.
 - (b) Price.
 - (c) Place.
 - (d) Promotion.
- 2 After sales service is a part of :
 - (a) Core product.
 - (b) Augmented product.
 - (c) Tangible product.
 - (d) Green product.
- 3 Which one of the following is the most common method of pricing ?
 - (a) Administered pricing.
 - (b) Psychological pricing.
 - (c) Skimming pricing.
 - (d) Cost plus pricing.
- 4 Trade mark is a :
 - (a) Name.
 - (b) Symbol.
 - (c) Registered Brand.
 - (d) Design.
- 5 _____ is concerned with finding ways to reduce the demand for goods.
 - (a) Meta marketing.
 - (b) De-marketing.
 - (c) Mass marketing.
 - (d) Mega marketing.

Turn over

(B) Fill in the blanks :

- 6 _____ is a creative presentation of ad message to make impact on audience.
- 7 Modern marketing proceeds and succeeds _____.
- 8 One product-All segment strategy is called _____.
- 9 RPM stands for _____.
- 10 Risk bearing is a function of _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions in two or three sentences.

Each question carries 2 marks.

- 11 What is e-tailing ?
- 12 Who is a merchant middle man ?
- 13 What is re-marketing ?
- 14 What do you mean by learned motives ?
- 15 What is meant by retail chains ?
- 16 What is consumer loyalty ?
- 17 What is a speciality shop ?
- 18 What is differentiated marketing ?
- 19 What are price packs ?
- 20 What is sky writing ?

(8 × 2 = 16 marks)

Part C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

- 21 How can a firm build its brand loyalty ?
- 22 State the features of modern concept of marketing.
- 23 How will you determine prices of a product during different stages of PLC ?

- 24 Explain the different forms of direct marketing.
- 25 Explain the steps in target marketing.
- 26 Describe the factors influencing promotion mix.
- 27 What is product positioning ? Explain the steps involved in it.
- 28 Write up the components of brand equity.

(6 × 4 = 24 marks)

Part D (Long Essays)

Answer any two questions.

Each question carries 15 marks.

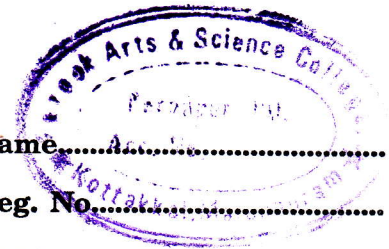
- 29 Explain the determinants of consumer behaviour.
- 30 What is a product policy ? Explain the scope of it.
- 31 Define sales promotion. Explain what are the tools of consumer sales promotion.

(2 × 15 = 30 marks)

C 62534-B

(Pages : 3)

Name.....
Reg. No.....



SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, MAY 2019

(CUCBCSS—UG)

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part I

*Answer all questions.
Each question carries 1 mark.*

A. Choose the correct Answer :

- 1 The group of elements price, product, promotion and place constitute :
 - (a) Market Mix.
 - (b) Marketing Mix.
 - (c) Product Mix.
 - (d) Promotion Mix.
- 2 Market where goods are transacted on the spot or immediately.
 - (a) Future Market.
 - (b) Spot Market.
 - (c) Perfect Market.
 - (d) None of these.
- 3 Which of the following is not an element of demographic segmentation ?
 - (a) Family size.
 - (b) Population Density.
 - (c) Income.
 - (d) Religion.
- 4 Multi-level Marketing is also called :
 - (a) Pyramid Selling.
 - (b) Hybrid selling.
 - (c) Horizontal Selling.
 - (d) None of these.
- 5 The financial exchange that take place online between buyers and sellers is known as :
 - (a) E-branding.
 - (b) E-marketing.
 - (c) E-payment.
 - (d) E-advertisement.

Turn over

B. Fill in the blanks :

- 6 Buying and selling over the internet is known as _____.
- 7 Introducing a product at low price and increasing the price once the brand succeeds is known as _____ pricing.
- 8 Any paid form of non-personal presentation of ideas, goods or services by an identified sponsor is known as _____.
- 9 The process of direct communication between the sales person and a prospect is called _____.
10. Warehousing creates _____ utility.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any eight questions.
Each question carries 2 marks.*

11. Define Marketing.
12. What is E-tailing ?
13. What do you mean by CRM ?
14. What do you mean by promotion mix ?
15. What do you mean by green marketing ?
16. What is market targeting ?
17. What do you mean by product life cycle ?
18. What is E-marketing ?
19. What is geographic segmentation ?
20. What is test marketing ?

(8 × 2 = 16 marks)

Part III (Short Essays)

*Answer any six questions.
Each question carries 4 marks.*

21. What are the benefits of E-marketing ?
22. What are the bases of market segmentation ?
23. Explain the different product mix variables.

24. Explain the strategies for pricing new products.
25. What are the factors influencing promotion mix ?
26. Briefly explain the scope of marketing.
27. Differentiate the traditional and modern approaches of marketing.
28. Mention the different levels of e-commerce.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two question.

Each question carries 15 marks.

29. Explain the different pricing policies and strategies.
30. Explain the recent trends in marketing.
31. Define product life cycle. Explain the different stages of product life cycle.

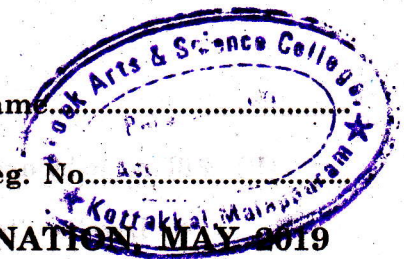
(2 × 15 = 30 marks)

C 62534

(Pages : 3)

Name.....

Reg. No.....



SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MAY 2019

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

(A) Choose the correct answer :

1 Marketing efforts aimed at reducing the demand for a certain product is known as :

- (a) Demarketing. (b) Remarketing.
(c) Social marketing. (d) Mass marketing.

2 The pricing policy under which high initial price is charged for a new product :

- (a) Customary pricing. (b) Penetration pricing.
(c) Skimming pricing. (d) Differential pricing.

3 The wholesaler who deal only in one product is called :

- (a) Speciality wholesalers. (b) Drop shippers.
(c) Wholesale merchants. (d) Industrial distributors.

4 Play win is an on-line :

- (a) Lottery. (b) Auction sale.
(c) Search engine. (d) Email provider.

5 Which is not part of electronic payment system ?

- (a) EFT. (b) ECS.
(c) ATM. (d) Cheque book.

Turn over

(B) Fill in the blanks :

- 6 Legalised brand name is called _____.
- 7 The verbal part of advertisement is known as _____.
- 8 Yatra.com is a _____ portal.
- 9 Those retailers who have no fixed place of business are called _____.
- 10 _____ motives are those influences and considerations which make the buyer to purchase goods from specific shops.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11 Write any two functions of packaging.
- 12 What is mega marketing ?
- 13 Write any *two* factors to be considered while selecting a dealer.
- 14 What is meant by franchise selling ?
- 15 What is M Commerce ?
- 16 What is e-commerce ?
- 17 Which are the social factors influencing consumer behavior ?
- 18 Write any *two* limitations of sales promotion.
- 19 Who are merchant middlemen ?
- 20 What is dual pricing ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six questions.

Each question carries 4 marks.

- 21 Bring out recent trends in marketing.
- 22 Briefly explain the factors influencing product mix ?
- 23 Which are the different types of brands ?
- 24 Which are the different kinds of pricing ?

- 25 Who are the major agent middlemen in distribution ?
- 26 What are the objectives of advertising ?
- 27 What are the qualities a good advertisement copy ?
- 28 State the factors influencing promotion mix.

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

- 29 Briefly explain the functions of marketing management.
- 30 Explain the factors influencing pricing decisions.
- 31 Evaluate advertising as promotion tool.

(2 × 15 = 30 marks)

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(Pages : 3)



SECOND SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, MAY 2019

B.Com.

BCM 2C 02—MARKETING MANAGEMENT

(2014 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions.

Each question carries 1 mark.

A. Choose the correct answer :

1 Which of the following influence product line decisions ?

(a) Customer preference. (b) Change in demand.

(c) Product specialisation. (d) All of these.

2 _____ is not a commercial advertising.

(a) Consumer Ad. (b) Industrial Ad.

(c) Trade Ad. (d) Shortage Ad.

3 The concept of USP was introducing by :

(a) Rosser Reeves. (b) Theodore Levitt.

(c) NH Borden. (d) Alfred Marshall.

4 Of the following, the contradictory to marketing concept is :

(a) Demarketing. (b) Meta marketing

(c) Mass marketing. (d) Mega marketing.

5 FMCG includes :

(a) Refrigerators. (b) Vaccum cleaners.

(c) Washing machines. (d) Detergents and soaps.

Turn over

B. Fill in the blanks :

- 6 Rising profits is a feature of _____ stage of PLC.
- 7 In a small market, _____ channel is better.
- 8 The group in which a person is not a member but Wants to be a member is called _____.
- 9 Modern marketing precedes and succeeds _____.
- 10 RPM stands for _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11 What is customary pricing ?
- 12 What is differentiated marketing ?
- 13 What is post purchase dissonance ?
- 14 What is buy back allowance ?
- 15 What is consumer behaviour ?
- 16 Define brand equity.
- 17 What is price dumping ?
- 18 What are specialty goods ?
- 19 What is personal selling ?
- 20 Define encryption.

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six questions.

Each question carries 4 marks

- 21 Mention the strategies to build up relationship marketing.
- 22 Bring out the factors influencing consumer behaviour.
- 23 State the problems of rural marketing.
- 24 Explain the various tools used in public relations.

- 25 How do departmental stores differentiate multiple shops ?
- 26 How is the price of product determined ?
- 27 Which are the different forms of internet security threats ?
- 28 How can you create a good niche ?

(6 × 4 = 24 marks)

Part D (Essay questions)

Answer any two questions.

Each question carries 15 marks.

- 29 What is meant by a new product idea? Describe the techniques of generating new product idea.
- 30 Define marketing management. Explain the recent innovatives in marketing management.
- 31 Define channel of distribution. State the factors influencing the choice of distribution channels. Which channel of distribution would you select for marketing of :
 - (a) Soft drinks.
 - (b) Industrial goods.
 - (c) Softwares ?

(2 × 15 = 30 marks)

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2018

(CUCBCSS—UG)

Complementary Course

BCM 2C 02—MARKETING MANAGEMENT

(2014—2016 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.***A. Choose the correct answer :**

1 The way a product is defined by consumers on important attributes is called :

- (a) Position. (b) Segment.
(c) Target. (d) Strategy.

2 The revenue producing element of marketing mix is :

- (a) Product. (b) Price.
(c) Place. (d) Promotion.

3 Which of the following is not an element of promotion mix ?

- (a) Branding. (b) Advertisement.
(c) Sales promotion. (d) Personal selling.

4 Medical treatment with ayurvedic massage is an example of :

- (a) Pure tangible good. (b) Hybrid.
(c) Pure service. (d) None of these.

5 Which of the following is against marketing concept ?

- (a) Social marketing. (b) Demarketing.
(c) Niche marketing innovation. (d) None of these.

B. Fill in the blanks :

6 The concept of marketing mix was developed by _____.

7 Advertisement eliminate the barriers of _____.

Turn over

- 8 _____ simply refers to product planning.
- 9 _____ is the reason of marketing and the object of advertisement.
- 10 _____ is a short term tool used to stimulate immediate increase in demand.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11 What is Niche marketing ?
- 12 Explain product differentiation.
- 13 What do you mean by market targeting ?
- 14 What is consumer profile ?
- 15 What is an advertising copy ?
- 16 What do you mean by physical distribution ?
- 17 What are speciality goods ?
- 18 What is Kiosk marketing ?
- 19 Describe consumption behavior.
- 20 What are pop-ups ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six questions.

Each question carries 4 marks.

- 21 What is pricing ? State the factors affecting pricing policy of a firm.
- 22 List out the merits and demerits of direct marketing.
- 23 What is E-payment ? State the essential qualities of a good E payment system.
- 24 What is service ? How is it differing from product ?
- 25 What is brand equity ? Explain its components.
- 26 Discuss the requisites of a sound market segmentation strategy.
- 27 What are the economics determinants of consumer behavior ?
- 28 Describe the special marketing problem of rural customers.

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

- 29 What is product positioning ? List out the steps and techniques of product positioning.
- 30 What are new product ideas ? Discuss the techniques of generating new product ideas.
- 31 "Marketing middlemen are parasites - exploiting both producers and consumers". Do you agree ? Give reason ?

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2018

(CUCBCSS—UG)

Complementary Course

BCM 2C 02—MARKETING MANAGEMENT

(2017 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all the questions.

Each question carries 1 mark.

A. Choose the correct answer :

- 1 Application of marketing theories and techniques to social institutions is known as :
 - (a) Demarketing.
 - (b) Remarketing.
 - (c) Social marketing.
 - (d) Mass marketing.
- 2 Goods which may or may not be available but for which the consumer refuses to accept any substitute :
 - (a) Speciality goods.
 - (b) Convenience goods.
 - (c) Shopping goods.
 - (d) Insistence goods.
- 3 Direct marketing implies :
 - (a) Zero level channel.
 - (b) One level channel.
 - (c) Two level channel.
 - (d) Three level channel.
- 4 Oral and face to face communication and presentation with the customer for making sales is called :
 - (a) Advertising.
 - (b) Public relations.
 - (c) Personal selling.
 - (d) Sales promotion.
- 5 Rs. 999 pricing by Rediff.com is an example for :
 - (a) EDLP.
 - (b) Psychological pricing.
 - (c) Premium pricing.
 - (d) Discount pricing.

Turn over

B. Fill in the blanks :

- 6 The total line of products which a firm offers to its buyers is termed as _____.
- 7 The path or network through which the products are made available to the consumers _____.
- 8 The advertisement used at the time of introducing a new product in the market is called _____.
- 9 URL means _____.
- 10 The combination of product, price, place and promotion is termed as _____.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11 What is meant by counter marketing ?
- 12 What is a product line ?
- 13 Identify the activities involved in physical distribution of goods.
- 14 Write any *two* objectives of personal selling.
- 15 When there may be channel conflict ?
- 16 What is viral marketing ?
- 17 Which are the psychological factors influencing consumer behaviour ?
- 18 What is symbiotic marketing ?
- 19 What are the benefits of EFT ?
- 20 What is meant by packaging ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six questions.

Each question carries 4 marks.

- 21 Which are the different approaches to marketing ?
- 22 Which are the different types of consumer goods based on shopping habits ?

- 23 Briefly state the factors to be considered in selecting channels.
- 24 Identify popular consumer promotion techniques adopted by marketers in India.
- 25 Write different kinds of advertising.
- 26 What are the reasons for growth of e-marketing in India ?
- 27 Briefly explain different types of Demographic segmentation.
- 28 Which are the modes of product line modification ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

- 29 Bring out the scope of marketing management.
- 30 Evaluate different types of pricing policies.
- 31 Explain the elements of promotional mix.

(2 × 15 = 30 marks)

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2017

(CUCBCSS—UG)

Complementary Course

BCM 2C 02—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.***A. Choose the correct answer :**

1 Object of salesmanship is to :

- (a) Popularize a product. (b) Ensure quality.
(c) Fix the price. (d) Creates new demand.

2 Which of the following is not an outdoor advertisement ?

- (a) Billboards. (b) Sky writing.
(c) Signs. (d) Sale letters.

3 Perception is a part of :

- (a) Personal factor. (b) Social factor.
(c) Cultural factor. (d) Psychological factor.

4 The concept of marketing mix was developed by :

- (a) Philip Kotler. (b) N. H. Borden.
(c) Mc Cathy. (d) Luca Pacioli.

5 The first step in selling process is :

- (a) Prospecting. (b) Pre-approaching.
(c) Approaching. (d) Preparation.

B. Fill in the blanks :

6 _____ refers to fixing of prices according to customs or traditions.

7 Marketing of eco-friendly product is called _____.

Turn over

- 8 _____ is used to store and carry E-cash.
- 9 Transportation creates _____ utility.
- 10 Products seen as having extension potential into other market are called _____.

(10 × 1 = 10 marks)

Part B (Short Answer questions)

Answer any eight questions.

Each question carries 2 marks.

11. What is administered pricing ?
12. What is customised marketing ?
13. What is cognitive dissonance ?
14. What is standardization ?
15. Expand : (a) FMCG ; and (b) USP.
16. What is commercial advertising ?
17. What is market targeting ?
18. What is meant by phishing ?
19. What is E-wallet ?
20. What is marketing myopia ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

Answer any six questions.

Each question carries 4 marks.

21. Explain the process of market segmentation.
22. Discuss the tools available to deliver after sales service.
23. Why do you buy a product ?
24. State the problems of PLC.
25. Differentiate between products and services.
26. "Direct marketing is not suitable for FMCG goods". Why ?

27. State the components of brand equity.
28. Why do the companies adopt green marketing strategy ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

Answer any two questions.

Each question carries 15 marks.

29. What is a product ? Why do many new products turn to be market failure ? How can it be cured ?
30. What is a pricing strategy ? Explain its different forms.
31. What is E- marketing ? How it different from traditional marketing ? Also explain the tools available to E-marketing ?

(2 × 15 = 30 marks)

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2016**(CUCBCSS—UG)****Complementary Course****BCM 2C 02—MARKETING MANAGEMENT****Time : Three Hours****Maximum : 80 Marks****Part A***Answer all questions.**Each question carries 1 mark.***A. Choose the correct answer :**

- 1 Which skills and capabilities will marketers need to increasingly have ?
 - (a) Market research.
 - (b) Digital and social media marketing.
 - (c) Strategic marketing.
 - (d) Sales.
- 2 The way in which the product is delivered to meet the customers needs refers to :
 - (a) Selling.
 - (b) New product concepts and improvements.
 - (c) Advertising and promotion activities.
 - (d) Place or distribution activities.
- 3 The key term in the American Marketing Association's definition of marketing is :
 - (a) Process.
 - (b) Sales.
 - (c) Products.
 - (d) Value.
- 4 A commonly used basis for segmenting consumer markets is :
 - (a) Organisational size.
 - (b) Demographics.
 - (c) Product Type.
 - (d) Price.
- 5 Users are able to create content and become more involved with a brand through :
 - (a) Door to door.
 - (b) Online communities.
 - (c) Direct mail.
 - (d) Telemarketing.

Turn over

B. Fill in the blanks :

- 6 _____ refers to word of mouth through electronic channels.
- 7 For rural marketing _____ pricing is more suitable.
- 8 _____ is called shopping by post.
- 9 _____ goods are purchased without any planning or search effort.
- 10 Generally _____ is an indicator of quality.

(10 × 1 = 10 marks)

Part B (Short Answer Questions)

*Answer any eight questions.
Each question carries 2 marks.*

- 11 What is consumerism ?
- 12 What is green marketing ?
- 13 What do you mean by product positioning ?
- 14 What is merchandising ?
- 15 What is meant by brand equity ?
- 16 What is target return pricing ?
- 17 How publicity is differing from advertising ?
- 18 What are convenience goods ?
- 19 What is post purchase dissonance ?
- 20 What do you mean by price bundling ?

(8 × 2 = 16 marks)

Part C (Short Essay Questions)

*Answer any six questions.
Each question carries 4 marks.*

- 21 State the factors influencing Consumer behaviour ?
- 22 What is meant by after—sales services ? Explain the techniques to deliver after sales services.
- 23 Define Marketing ? List out the features of modern marketing.
- 24 Mention the factors to be considered while selecting a channel.
- 25 Define market segmentation ? Explain its process.

- 26 What is test marketing ? How is it done ?
- 27 How do you classify services ?
- 28 Describe the strategies to build up relationship marketing ?

(6 × 4 = 24 marks)

Part D (Essay Questions)

*Answer any two questions.
Each question carries 15 marks.*

- 29 What is Rural Marketing ? Explain the problems and potentialities of a rural marketing.
- 30 What is personal Selling ? Explain its process. State the essentials of a successful personal selling ?
- 31 Define E-marketing. Describe the features and scope of e-marketing.

(2 × 15 = 30 marks)

SECOND SEMESTER B.Com. DEGREE EXAMINATION, MAY 2015

(CUCBCSS—UG)

Complementary Course

BC 2C 02—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part A*Answer all questions.**Each question carries 1 mark.***I. Choose the correct answer :**

- 1 Marketing is a process of converting the potential customers into _____.
 - (a) Actual customers.
 - (b) Prospective customers.
 - (c) Marketers.
 - (d) None of these.
- 2 Risk bearing is a function of _____.
 - (a) Research.
 - (b) Exchange.
 - (c) Physical supply.
 - (d) Facilitating.
- 3 Which of the following is against marketing concept ?
 - (a) Demarketing.
 - (b) Meta marketing.
 - (c) Mass marketing.
 - (d) Mega marketing.
- 4 Rural consumers are _____.
 - (a) Price sensitive.
 - (b) Less price sensitive.
 - (c) Quality conscious.
 - (d) None of these .
- 5 In a small market _____ is better.
 - (a) Three level channel.
 - (b) Two level channel.
 - (c) Direct marketing.
 - (d) All of these.

II. Fill in the blanks :

- 6 Introducing a product at low price and increasing the price once the brand succeeds is known as _____ Pricing.
- 7 _____ is the first stage of Product Life Cycle.

Turn over

- 8 Transport system creates _____ utility.
- 9 "one marketing mix is used for the whole market" is a _____ marketing.
- 10 Demography is the study of _____.

(10 × 1 = 10 marks)

Part B

Answer any **eight** questions.

Each question carries 2 marks.

11. Define Consumer goods.
12. What do you mean by shopping products and Speciality products ?
13. What is demographic segmentation ?
14. What is sales promotion ?
15. What is consumer behaviour ?
16. What is target marketing ?
17. What is product line ?
18. What is retailing ?
19. What is product positioning ?
20. What is social marketing ?

(8 × 2 = 16 marks)

Part C

Answer any **six** questions.

Each question carries 4 marks.

21. What is packaging ? State the characteristics of a good packaging.
22. What are the elements of marketing mix ?
23. What are the essentials required for a good market segmentation ?
24. Discuss the steps in a consumer buying process.
25. Explain the stages-involved in new product development.
26. What is internet marketing ? State its advantages.

27. What is service marketing ? Discuss its elements.
28. What is Green marketing ? Discuss its importance.

(6 × 4 = 24 marks)

Part D

Answer any two questions.

Each question carries 15 marks.

29. What is Product Life Cycle ? Explain the strategies and pricing policies at various stages of PLC.
30. What is promotion mix ? Discuss the factors affecting promotion mix decisions.
31. What is consumer behavior ? State and discuss the factors influencing consumer buying decisions.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

**SECOND SEMESTER B.Com. DEGREE (SUPPLEMENTARY/IMPROVEMENT)
EXAMINATION, APRIL/MAY 2015**

(UG—CCSS)

Complementary Course

BC 2C 02—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Section A

This section consists of three bunches of questions each.

Each bunch carries a weightage of 1.

Answer all questions.

I. Choose the most appropriate answer from the following :—

1 The word Market is derived from the Latin word :

(a) Marketus. (b) Mrkatus.

(c) Mercatus. (d) Mercat.

2 The art of identifying the needs and aspirations of consumers, producing and distributing of goods and services with a view to get some profit and satisfaction to consumers is referred to as :

(a) Selling. (b) Marketing.

(c) Distributing. (d) Promoting.

3 Giving a name to the product so that it can be known and familiar among consumers is technically referred to as :

(a) Pricing. (b) Advertising.

(c) Branding. (d) Promotion.

4 Customer satisfaction is intimately related with the company's ability to make :

(a) Product. (b) Profit.

(c) Promotion. (d) Price.

II. 5 Modern marketing begins and ends with the :

(a) Producer. (b) Consumer.

(c) Distributer. (d) Government.

Turn over

- 6 Marketing to a large segment of the population is called :
- (a) Event marketing. (b) Morph marketing.
(c) Mass marketing. (d) Green marketing.
- 7 "Old price Rs. 5,999. Today's price Rs. 999 only" is an example of :
- (a) Patronage motive. (b) Product motive.
(c) Event motive. (d) Rational motive.
- 8 Direct marketing channel is also called as :
- (a) Zero level channel. (b) One level channel.
(c) Two level channel. (d) Three level channel.

III. Fill in the blanks :

- 9 Wholesaler is the _____ intermediary of distribution.
- (a) First. (b) Second.
(c) Third. (d) Last.
- 10 Buying and selling of goods or services through the internet is called _____.
- (a) Supply chain. (b) M-marketing.
(c) E- marketing. (d) D-marketing.
- 11 _____ is not an elements of marketing mix.
- (a) Promotion. (b) Product.
(c) Price. (d) Research and Development.
- 12 Window display is a medium of _____ done by dealers :
- (a) Advertisement. (b) E-sales.
(c) Radio advertisement. (d) Film advertisement.

(3 × 1 = 3 weightage)

Section B

- IV. Answer all *nine* questions in one or two sentences each. Each question carries a weightage of 1 :
- 13 Give *two* differences between marketing and selling.
- 14 How is modern concept of marketing differing from Traditional concept ?
- 15 What is meant by market segmentation ?
- 16 What is meant by product positioning ?
- 17 Define consumer behavior.

- 18 What do you understand by relationship marketing ?
- 19 What do you mean by product branding ?
- 20 What do you mean by rebate ?
- 21 State *two* difficulties of rural marketing.

(9 × 1 = 9 weightage)

Section C

- V. Answer any *five* questions in not exceeding *one paragraph* each. Each question carries a weightage of 2 :

- 22 What is marketing ? Explain the features of marketing.
- 23 What do you mean by target marketing ?
- 24 Briefly discuss the types of buying motives.
- 25 What do you mean by product mix ? What are the factors affecting product mix ?
- 26 What are the advantages and disadvantages of branding ?
- 27 Briefly discuss the role of channels in distribution.
- 28 What are the advantages of salesmanship ?

(5 × 2 = 10 weightage)

Section D

- VI. Answer any *two* questions in not exceeding *four pages* each. Each question carries a weightage of 4 :

- 29 Discuss the objectives and advantages of marketing.
- 30 Discuss the importance of pricing in marketing and the factors affecting pricing decisions.
- 31 Explain briefly the factors influencing consumer behavior.

(2 × 4 = 8 weightage)

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(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER B.Com. DEGREE (U.G.—CCSS) EXAMINATION
MAY 2014**

(SDE)

Complementary Course

BC 2C 02—MARKETING MANAGEMENT

Time : Two Hours and Forty-five Minutes

Maximum : 27 Weightage

Part B

I. Short Answer Type Questions. Answer all *nine* questions :

- 1 What is promotion mix ?
- 2 Define Market segmentation.
- 3 What is test marketing ?
- 4 What is penetration pricing ?
- 5 What is brand equity ?
- 6 What is meant by Hypermarket ?
- 7 What do you mean by Comparative advertising ?
- 8 What is meant by Niche marketing ?
- 9 What is meant by Internet marketing ?

(9 × 1 = 9 weightage)

II. Short essay *or* paragraph questions. Answer any *five* questions :

- 10 What is marketing mix ? Discuss the factors affecting marketing mix ?
- 11 Discuss the Chief buying motives of customers.
- 12 What are the features of consumer products ? How it differ from industrial products ?
- 13 Define Service. What are the features of services ?
- 14 What are the steps in buying ?
- 15 What is direct marketing ? Discuss its merits and demerits.
- 16 What are the external factors influencing pricing decisions ?

(5 × 2 = 10 weightage)

Turn over

III. Essay Type Questions. Answer any *two* questions :

- 17 Explain the meaning, objectives, importance and functions of packaging.
- 18 What is advertising media ? Examine the factors that are to be considered in the selection of media for advertising.
- 19 Discuss the different pricing policies.

(2 × 4 = 8 weightage)