



QP CODE: 1617



Reg No :

Name :

M.Com DEGREE (CSS) PRIVATE EXAMINATION, NOVEMBER 2022

First Semester

COMMERCE

CORE - CM010103 - MARKETING MANAGEMENT

2019 ADMISSION ONWARDS

217EE7B7

Time: 3 Hours

Weightage: 30

Instructions (Applicable for 2020 & 2021 Admissions 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.

SECTION I

Part A (Short Answer Questions)

Answer any **eight** questions.

Weight **1** each.

1. Define marketing?
2. Define customer retention?
3. What is meant by CLV?
4. List out different segmentation strategies
5. What is Micro Marketing ?
6. What do you mean by Secondary Buying Motives?
7. Explain generic product with examples.
8. "ADIDAS was initially offering shoes, but it is now extended to foot wears, clothing, sports products etc."What is this statement about?
9. What do you mean by brand image?
10. What is inseparability in service marketing ?

(8×1=8 weightage)





Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Explain the factors affecting marketing mix?
12. Explain different types of CRM
13. Explain Value Proposition and its Importance
14. State the social factors influencing consumer behaviour
15. "Branding is not always beneficial". Discuss the statement with reference to the limitation of branding.
16. Distinguish between brand value and brand equity.
17. Differentiate packing and packaging.
18. State the different approaches for maintaining service quality ?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. How do macro environmental forces provide opportunities and pose threats to a company?
20. What is Market Targeting? Explain the role of market targeting in Marketing Management?
21. Define product life cycle. Explain the basic strategies used in each stages of PLC.
22. Describe the concept of service marketing ?. Explain in detail the service marketing mix ?

(2×5=10 weightage)

