

QP CODE: F 4789



Reg No : .....

Name : .....

**M.Com DEGREE (CSS) PRIVATE EXAMINATION, NOVEMBER 2023**

**First Semester**

Faculty of Commerce

COMMERCE

**CORE - CM010103 - MARKETING MANAGEMENT**

2019 ADMISSION ONWARDS

7329FB2A

Time: 3 Hours

Weightage: 30

*Instructions: (Applicable for 2020 Admission Onwards) 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. What are the differences between marketing and selling?
2. State few objectives of pricing.
3. What do you mean by external environment?
4. List out different segmentation strategies
5. What is Customized Marketing
6. What do you mean by Perception and also point out its importance in consumer behaviour?
7. Differentiate industrial product and consumer product.
8. Explain branding.
9. Give an overview on labelling.
10. What is meant by SERVQUAL ?

(8×1=8 weightage)

**Part B (Short Essay/Problems)**

*Answer any **six** questions.*

*Weight **2** each.*

11. Briefly explain the features of CRM?
12. Briefly explain value chain activities?
13. Explain the steps to create value proposition
14. State the psychological factors influencing buyer behaviour.





15. "Companies can charge a premium for products with lots of positive brand equity". Do you agree? Explain.
16. Define brand extension. Explain the pros and cons of brand extension.
17. "Like your personal identity makes you unique, brand has its own identity." Substantiate your answer.
18. Define Service marketing and also briefly explain importance ?

(6×2=12 weightage)

**Part C (Essay Type Questions)**

Answer any **two** questions.

Weight **5** each.

19. Describe the concept customer centric organisation. Explain the features of customer centric organisation?
20. What is Market Targeting? Explain the role of market targeting in Marketing Management?
21. Discuss the concept of new product. What are the constraints in developing a new product? Describe the important measures to be taken by firms to prevent product failures.
22. What is service marketing ? Explain in detail its features ?

(2×5=10 weightage)

