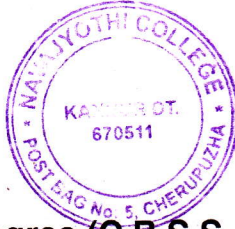




**K23P 1441**

Reg. No. : .....

Name : .....



**III Semester M.Com. Degree (C.B.S.S. – Reg./Supple./Imp.)  
Examination, October 2023  
(2020 Admission Onwards)  
COM3C11- MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) What is AIDA Concept in Advertising ?  
b) Distinguish between '*Market Skimming*' and '*Market Penetration*' pricing policies.  
c) Evaluate the significance of Agricultural Marketing in India.
2. a) Compare a '*Core Product*' and an '*Augmented Product*' with an example.  
b) Comment on the terms: (a) Product Range (b) Product Line and (c) Product Mix with examples.  
c) Outline the features underlying an effective Advertising Copy.
3. a) What is meant by '*Differentiated Marketing Strategy*' ?  
b) Analyse the features of strong brands with valid examples.  
c) "70% of users become potential customers after an experiential marketing event".

Evaluate the effectiveness of Event Marketing in the recent scenario.

4. a) Introduce the term, '*Skywriting*' as an Outdoor Advertising method.  
b) Compare and Contrast Public Relations with Publicity.  
c) Illustrate the Unethical issues in the field of Marketing.

P.T.O.



- 5. a) What is the basic difference between 'Habitual-buying behaviour' and 'Variety seeking behaviour' among consumers ?
- b) Give your comments on 'Celebrity Advertising' as a Marketing strategy with examples.
- c) "Vernon (1966) discussed five stages in the Product Life Cycle". Enumerate.
- 6. a) What are 'Jingles' and 'Slogans' in Advertising ?
- b) Enumerate the elements in Green Marketing Mix.
- c) Analyse the Cultural factors influencing Consumer Behaviour with examples.

(4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

- 7. a) Assume that you are the Marketing Manager for an MNC Company planning to launch cosmetic products in a metro city. Decide on how you would segment the market. Elaborate.

OR

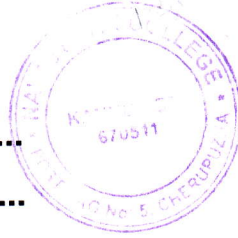
- b) "Marketing Myopia could eventually resist your business from growth". Keeping this in mind, address the causes and effects of Marketing Myopia. Also, explain how Relationship Marketing could be used effectively to address this issue.
- 8. a) Picturise the challenges faced by MNCs during Rural Marketing in India and describe what promotional tools could be suggested to overcome this issue.

OR

- b) How are the functions of Wholesalers different from those of Retailers ? Explain.

(2×12=24)

K22P 1441



Reg. No. : .....

Name : .....

**III Semester M.Com. Degree (CBSS – Reg./Sup./Imp.)  
Examination, October 2022  
(2019 Admission Onwards)  
COM3C11 : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Define 'Marketing Niche'.  
b) Tabulate the differences between 'Marketing' and 'Selling' Concepts.  
c) Outline the factors governing pricing decisions in marketing.
2. a) Differentiate 'Shopping products' from 'Specialty products' with an example.  
b) Discuss the challenges in Green Marketing in India.  
c) "Consumers expect every brand to be socially responsible". Justify the benefits of cause-related marketing with an example.
3. a) What does 'Marketing Myopia' mean ?  
b) Compare Salesmanship from Advertising with an example.  
c) Evaluate your approach as a Marketing Manager toward ensuring 100% customer delight for an online food delivery segment.
4. a) Give the essence of Emotional Appeal in Advertising.  
b) Outline the factors driving customers' satisfaction at shopping malls.  
c) Distinguish between Print Media Advertising and Electronic Media Advertising with examples.

P.T.O.



5. a) Who is a 'Copywriter' in an Ad language ?  
b) Evaluate the psychological factors affecting the buyer's decision-making process.  
c) Summarise the different forms of Outdoor Advertising with examples.
6. a) What does 'Flank Attack strategy' mean in Marketing ?  
b) As a Marketing head, recommend the criteria to your subordinates for hiring the best salesperson in your company.  
c) Sketch out the different elements of an Advertising Copy. (4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

7. a) Analyse the challenges and opportunities behind Rural Marketing in India with suitable cases.

OR

- b) Why do new products fail in the market ? Prepare a New Product Development plan outlining the various stages for an Energy drink.
8. a) Give an overview of factors determining the Channels of Distribution. Examine the reasons for Channel conflicts. What suggestions would you give as a Marketing Manager, to solve them ?

OR

- b) "Recently, Social Media allows marketers to connect and engage potential customers wherever they are". Critically evaluate the importance and limitations of Social Media Marketing. Investigate the ethical issues involved in it with valid examples. (2×12=24)
-



**K21P 1027**

Reg. No. : .....

Name : .....

**III Semester M. Com Degree (C BSS- Reg./Suppl./Imp.)  
Examination, October 2021  
(2018 Admission Onwards)  
COM3C11 : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four** questions. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Define Marketing Mix.  
b) Explain Strategic Marketing Planning.  
c) Describe Marketing Management Process.
2. a) Define Consumer Decision Making.  
b) Explain Consumer Value.  
c) Describe Consumer Satisfaction and Consumer Delight.
3. a) Define a Brand.  
b) Explain Marketing Myopia.  
c) Describe functions of packaging.
4. a) Define Price Lining.  
b) Explain Pricing Policy.  
c) Describe different pricing methods.
5. a) Define Distribution Mix.  
b) What are Marketing Channels ?  
c) Explain Recent Trends in Channel Management.

P.T.O.



- 6. a) Define Rural Market.
- b) What are the problems of rural marketing in India ?
- c) Describe agricultural marketing in India.

(4×9=36)

SECTION – B

Answer the following questions. **Each** question carries **12** marks.

- 7. a) Explain Social, Environmental and Ethical Issues in marketing.

OR

- b) Explain Product Life Cycle.

- 8. a) Explain the status of Consumer Protection in India.

OR

- b) Discuss factors considered for the selection of advertising media. (2×12=24)
-



K20P 1138

Reg. No. : .....

Name : .....

**III Semester M.Com. Degree (CBSS – Reg./Suppl./Imp.)**  
**Examination, October 2020**  
**(2014 Admission Onwards)**  
**COM3C11 : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) What is marketing mix ?  
b) Specify the importance of Marketing.  
c) List out the ethical issues in Marketing.
2. a) What is viral marketing ?  
b) Highlight the social oriented concept of Marketing.  
c) Briefly explain the factors influencing buying behaviour.
3. a) What do you mean by consumer value ?  
b) How does sales promotion differ from advertising ?  
c) Describe the problems of rural marketing.
4. a) What is Marketing Myopia ?  
b) Point out essential qualities of a Brand.  
c) Detail the factors governing selection of channels of distribution.
5. a) What is consumer delight ?  
b) Mention the qualities of a good advertisement copy.  
c) Relationship marketing is about building lifelong relationships between a brand and its customers – Comment.

P.T.O.



- 6. a) Define salesmanship.
- b) Describe the features of Agricultural Marketing.
- c) What is product positioning ? Describe the importance of selecting a products line for gaining competitive advantage in FMCG industry India. (4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

- 7. a) Discuss various stages in Product Life Cycle.  
OR  
b) Explain the role of marketing intermediaries with example.
- 8. a) Enumerate the various methods of pricing.  
OR  
b) Enumerate the causes of poor sales and suggest the measures for the increase in sales through effective promotional activities. (2×12=24)





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K19P 1138

Reg. No. : .....

Name : .....

III Semester M.Com Degree (CBSS-Reg/Suppl./Imp.)

Examination, October - 2019

(2014 Admission Onwards)

COM3C11 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 60

**SECTION - A**

Answer any **Four** questions in this Section.

Each question carries **1** mark for Part (a). 3 marks for Part (b) and **5** marks for Part (c). **(4×9=36)**

1. (a) What do you mean by marketing?  
(b) Explain the nature of marketing.  
(c) Discuss the process of marketing management.
2. (a) What do you mean by consumer behaviour.  
(b) Explain the strategic marketing planning.  
(c) Discuss the Product Life Cycle.
3. (a) What do you mean by marketing?  
(b) Explain the characteristics of consumer behaviour.  
(c) What are the factors influencing buying behaviour.
4. (a) What do you mean by relationship marketing.  
(b) What is the difference between consumer satisfaction and consumer delight?  
(c) What are the different price adjustment strategies.
5. (a) What do you mean by sales promotion.  
(b) Explain the concept market communication.  
(c) What are recent trends in channel management.

P.T.O.

K19P 1138

(2)



6. (a) What do you mean by Green Marketing?  
(b) Explain the features of rural marketing.  
(c) Explain the problems of rural marketing.

**SECTION - B**

Answer the **two** questions in this section. Each question carries **12** marks.  
(2×12=24)

7. a) Discuss the major advantages and disadvantages of branding.  
(OR)  
b) Discuss the important channels of distribution.
8. a) Discuss the emerging trends in marketing.  
(OR)  
b) Comment on various factors affecting the choice of a distribution channel.
-



**K18P 0913**

Reg. No. : .....

Name : .....

**Third Semester M.Com. Degree (Reg./Suppl./Imp.)  
Examination, October 2018  
(2014 Admn. Onwards)  
COM3C11 : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four** questions in this section. **Each** question carries **1** mark for Part (A), **3** marks for Part (B) and **5** marks for Part (C) :

1. A) What do you understand by Macro Environment of Marketing ?  
B) Why it is analyzed ?  
C) Explain the major macro environment of marketing affecting modern marketing.
2. A) What do you mean by perception ?  
B) Explain the steps in perceptual process.  
C) Discuss the factors influencing consumer behavior.
3. A) What do you mean by rural marketing ?  
B) What are the characteristics of rural market in India ?  
C) Discuss the marketing strategies followed by marketers in rural marketing.
4. A) What do you mean by marketing channel ?  
B) Explain the different types of channel arrangements used by marketers in India.  
C) Discuss the factors affecting channel choice.
5. A) What do you mean by marketing promotion mix ?  
B) What are the major steps in marketing promotion management ?  
C) Discuss the major pricing strategies followed by FMCG product marketers.

**P.T.O.**



6. A) What do you mean by relationship marketing ?
- B) Explain the steps in strategic marketing planning.
- C) What do you mean by customer based marketing organization explain with examples ?

### SECTION – B

Answer the **two** questions. **Each** question carries **12** marks.

7. a) Design an advertisement copy for a newly starting premium segment hotel I in Kochi which is focusing on comfort, care and state of art facilities.

OR

- b) Define marketing control system. Explain different types of control systems. Discuss the role of strategic marketing control system in modern marketing. Give suitable examples.
8. a) What do you understand by personal selling ? What are the different types of personal selling ? Explain the steps in personal selling.

OR

- b) Case Problem

### New Product Development

For years, people have used solid bar soaps for bathing, washing hands and other cleaning chores. But in 1980, Minnetonka Inc, developed and introduced its Softsoap liquid handsoap in decorative plastic bottle with a pump dispenser. It became an instant success. Minnetonka quickly gained substantial market replacing solid cake soaps.

Rober Goulet got another idea which he thought would yield substantial fortune. He got the idea when his 10-year-old daughter and her playmate poured toothpaste and water into the empty soap bottle for several decades, toothpaste has always been made in squeezable tubes. The pump-dispensed toothpaste would certainly be a revolutionary idea, Mr. Goulet thought. Mr. Goulet founded a company called Certalab, Inc. and began to market Pressdent toothpaste in Canada. The toothpaste was a modest success in Canadian market but had no major impact on toothpaste industry.



Mr. Goulet decided to market Pressdent in U. S. market and set a goal of 3.5% of U.S. market share, \$25 million in sales within one year. Mr. Goulet wants to mass-market his toothpaste first in Southern California backed by a 10-week, \$350,000 TV-ad campaign.

Professionals in the personal-care products industry are dubious about Pressdent's chances to achieve the market share in one year. Softsoap itself recently began to lose its market share and profits as competitive brands entered the market. Many of the consumers went back to the old bar of soap as they were not persuaded by the liquid soap dispenser.

Although pump toothpaste is neater than the kind that comes in tubes, it makes a bit of mess too. To get Pressdent through the pump mechanism, Certalab had to water down its toothpaste. People who wet their toothbrushes after applying Pressdent may find it washing down the drain. Mr. Goulet thinks that even though Pressdent is higher per unit cost, it costs less per brushing than conventional toothpaste. Eventually, he says toothpaste in a tube will go the way of shaving cream in a tube. Instant shave cream is the modern popular device for selling shaving cream. The contents are packed under pressure.

**Questions :**

- 1) What do you think are chances that Pressdent will succeed in achieving its goal ?
  - 2) Old habits and traditional ways of doing things is usually hard to break. Habits die hard. What advertising and promotional strategy should the company use to get people to try the tooth paste ?
  - 3) Do you think Pressdent needs more marketing research on consumer attitudes and behavior before being a successful product ?
-

K17P 1382

Reg. No. : .....

Name : .....

Third Semester M.Com. Degree (Reg./Suppl./Imp.) Examination,  
November 2017  
(2014 Admn. Onwards)  
COM 3C11 – MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 60

SECTION – A

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part (a), **3** marks for Part (b) and **5** marks for Part (c).

1. a) Define marketing concept.  
b) Distinguish between marketing management and sales management.  
c) Discuss the major obstacles in the development of marketing in India.
2. a) What are buying motives ?  
b) Discuss the factors influencing consumer behaviour.  
c) Explain the importance of studying consumer behaviour in marketing.
3. a) What do you understand by marketing myopia ?  
b) Enumerate briefly the functions performed by branding.  
c) Describe the various elements of brand equity.
4. a) What do you understand by captive product pricing ?  
b) Mention the steps in building pricing strategies.  
c) Discuss the pricing strategies for determining the price of new products.
5. a) Differentiate between physical distribution and channel of distribution.  
b) What are the factors to be considered while selecting a suitable channel of distribution ?  
c) What are the recent trends in channel of distribution ?

P.T.O.



- 6. a) What are regulated markets ?
- b) What strategy would you suggest for the successful rural marketing ?
- c) Discuss the problems of rural marketing of consumer goods. (4×9=36)

SECTION – B

Answer the **two** questions in this Section. **Each** question carries **12** marks.

- 7. a) What is marketing mix ? Discuss the importance of marketing mix and the various factors influencing it.

OR

- b) What is the importance of market segmentation ? Discuss the various bases of market segmentation.

- 8. a) "Advertisement brings long term benefits but sales promotion is for quicker results". Discuss.

OR

- b) Define retail trade and explain the various modern types of retail enterprises. (2×12=24)



**K15P 0200**

Reg. No. : .....

Name : .....

**Third Semester M.A./M.Sc./M.Com. Degree (Reg./Sup./Imp.)  
Examination, November 2015  
Commerce (2014 Admn.)  
COM 3C11 : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 60

**SECTION – A**

Answer **any four** questions in this Section. **Each** question carries **1** mark for Part **(a)**, **3** marks for Part **(b)** and **5** marks for Part **(c)**.

1. a) What is Lean Supply Chain Management ?  
b) Describe stages of identifying market segments.  
c) Explain benefits of Branding Products.
2. a) Define odd even pricing.  
b) What do you understand channel managements ?  
c) Discuss objectives of sales promotion.
3. a) What do you mean by Brand Architecture ?  
b) Describe different levels of distribution coverage.  
c) What are the advantages and disadvantages of direct distribution ?
4. a) Define Approach.  
b) What are the three Rs of environmentalism ? Explain.  
c) "Marketing satisfies our needs". Briefly explain.

**P.T.O.**





5. a) What is psychographic segmentation ?  
b) Elucidate Peter Drudoer on portfolio planning of products.  
c) Discuss importance of sales promotion.
6. a) What do you mean by position the brand ?  
b) Distinguish between individual consumer behaviour and industrial consumer behaviour.  
c) Discuss important aspects to be considered in strategic supply chain management. (4×9=36)

SECTION – B

(2×12=24)

7. a) Discuss the role and types of an advertising agency.  
OR  
b) What is a distributions channel ? Explain the benefits wholesalers offer to members of the channel.
  8. a) Discuss the relevance of selling to the modern marker and briefly explain selling steps.  
OR  
b) Elucidate the reasons for the growth of the service sector in India.
-