

B.Com(ISM) DEGREE EXAMINATION, APRIL 2019
II Year III Semester
Marketing Management

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. What is remarketing?
2. What is assembling?
3. What do you mean by standardisation?
4. Give the meaning of brand loyalty.
5. What is skimming price?
6. Write a short note on demographic segmentation.
7. Who is a laggard?
8. What is personnel selling?
9. State the meaning of social media.
10. Give the meaning of sales promotion.
11. What is distribution channel?
12. What is mail order business?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Distinguish between marketing & selling.
14. Explain the components of marketing mix.
15. Describe the functions of branding.
16. Explain the kinds of discounts offered by a marketer.
17. Discuss the factors determining market segmentation.
18. Mention the advantages of training salesmen.
19. Examine the factors to be considered in selecting distribution channels.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Elucidate the various kinds of buying with suitable examples
21. Why do some product fail suggest measures to overcome product failures.
22. Describe the factors determining buyer behaviour.
23. Explain the advantages of advertising to the manufacturers, dealers and consumers.

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