K24P 3172

Reg. No. : ....

Name : ....

III Semester M.Com. Degree (C.B.C.S.S. – O.B.E. – Regular) Examination, October 2024
(2023 Admission)
CMCOM 03C14 : MARKETING MANAGEMENT

Time : 3 Hours   Max. Marks : 60

SECTION – A

Answer **any five** questions in this Section. **Each** question carries **3** marks.

1. Define marketing management. State its importance.

2. Discuss the elements of the marketing mix.

3. Give the meaning and importance of digital marketing.

4. Evaluate the challenges while marketing internationally at the global level.

5. Distinguish between advertisement and salesmanship.

6. Outline the factors influencing the pricing decisions.   **(5×3=15)**

SECTION – B

Answer **any three** questions in this Section. **Each** question carries **5** marks.

7. Why do new products fail in a market ? Explain with examples.

8 What is the Product Life Cycle ? Encounter the steps involved in it.

9. Define relationship marketing. Highlight its relevance in modern scenarios.

10. Explain :
    a) Consumer Value
    b) Marketing Niche
    c) Marketing Myopia.

11. What is market positioning ? How does it add value to consumer satisfaction ?   **(3×5=15)**

P.T.O.

SECTION – C

Answer **any three** questions in this Section. **Each** question carries **10** marks.

12. Define rural marketing. Examine in detail its features and challenges in the Indian context.

13. Define consumer behaviour. Analyse elaborately the factors determining the buying behaviour of Indian Consumers.

14. Describe the different bases for market segmentation with valid examples.

15. Enumerate the different stages in new product development.

16. Ascertain the relevance of different methods of pricing in detail. **(3×10=30)**

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