



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)

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