

**QP CODE: 21002194****Reg No** :**Name** :**M COM DEGREE (CSS) EXAMINATION, NOVEMBER 2021****First Semester**

Faculty of Commerce

CORE - CM010103 - MARKETING MANAGEMENT

M.COM FINANCE AND TAXATION, M.COM FINANCE AND TAXATION (SF), M.COM MARKETING
AND INTERNATIONAL BUSINESS (SF), M.COM MANAGEMENT AND INFORMATION
TECHNOLOGY (SF), Master of Commerce and Management
2019 ADMISSION ONWARDS

8B9BCE60

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)*Answer any **eight** questions.**Weight **1** each.*

1. What is a product line?
2. Give an overview of customer pyramid.
3. What do you mean by customer centric organisation?
4. Define Market Targeting.
5. What is EVP.
6. What do you mean by Dissonance- Reducing Behaviour?
7. Explain generic product with examples.
8. What is brand loyalty?
9. "ADIDAS was initially offering shoes, but it is now extended to foot wears, clothing, sports products etc."What is this statement about?
10. What is service marketing mix ?

(8×1=8 weightage)

Part B (Short Essay/Problems)

Answer any **six** questions.

Weight **2** each.

11. Marketing is the creation and delivery of standard of living".Do you agree with this statement.Explain the meaning of modern marketing concept.
12. Describe the major challenges of CRM?
13. Explain the factors for appropriate market coverage strategy.
14. State the social factors influencing consumer behaviour.
15. Give an account on branding. Explain its demerits.
16. " Like your personal identity make you unique, brand has its own identity." Substantiate your answer.
17. State the concept of labelling. Explain its characteristics.
18. State the different apporoaches for maintaing service quality?

(6×2=12 weightage)

Part C (Essay Type Questions)

Answer any **two** questions.

Weight **5** each.

19. How do macro environmental forces provide opportunities and pose threats to a company?
20. What is market segmentation? Explain steps involved in segmentation process.
21. What is a new product? Explain in detail the new product development process.
22. Define service marketing ?Explain in detail its importance ?

(2×5=10 weightage)