

ST.ALYSIUS COLLEGE, EDATHUA
III SEMESTER B.COM (FINANCE AND TAXATION)
MODEL EXAMINATION- SEPTEMBER 2017
MARKETING MANAGEMENT

Marks: 50

Time: Two Hours

SECTION A

Answer all questions. Each question carries one mark

1. What is form utility?
2. What do you mean by penetrated market?
3. Define marketing mix.
4. What do you mean by target marketing?
5. Define consumer behaviour. (5X1=5)

SECTION B

Answer any 5 questions. Each question carries two marks

6. What is market aggregation?
7. Who is decider?
8. Give a brief note on price mix.
9. Define marketing management.
10. What is market positioning?
11. Write a short note on primary buying motives. (5X2=10)

SECTION C

Answer any 5 questions. Each question carries four marks

12. What are the various types of consumer behaviour?
13. Explain the meaning of market targeting. Give a note on the advantages of market targeting.
14. What are the functions of marketing management?
15. Explain the requirements of effective segmentation.
16. Consumer behaviour is having some characteristics, what are they?
17. Differentiate between market and marketing. (5X4=20)

SECTION D

Answer any one question carries fifteen marks.

18. Explain the term buying motives and give detailed explanation for the types of buying motives.
19. What is market segmentation? What are the segmentation variables? (1X15=15)