



QP CODE: 25050683



25050683

Reg No :

Name :

MCom DEGREE (CSS) EXAMINATION DECEMBER 2025

First Semester

Core Courses - CM010103 - MARKETING MANAGEMENT

M.COM- FINANCE AND TAXATION, MARKETING AND INTERNATIONAL
BUSINESS, MANAGEMENT AND INFORMATION TECHNOLOGY, MASTER OF COMMERCE &
MANAGEMENT

2019 Admission Onwards

DBE143FE

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What do you mean by partnership marketing?
2. Define customer retention.
3. State the meaning of value chain.
4. What is Local Marketing?
5. What repositioning?
6. What is Variety- Seeking Buying Behaviour?
7. Explain branding.
8. Define brand extension.
9. What do you mean by packaging?
10. State the difference between consumer services and industrial services.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Marketing is the belt that connects and balances production and consumption wheels -Discuss.
12. What are the forces affecting marketing in the micro environment?
13. What are the advantages of Mass Marketing?





14. When an individual is a member of several peer groups, his consuming activities likely to be affected by all groups? Explain.
15. Describe the concept of product mix. Discuss its dimensions.
16. What is brand loyalty? Explain the patterns of brand loyalty.
17. "Like your personal identity make you unique, brand has its own identity." Substantiate your answer.
18. State the different approaches for maintaining service quality.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Discuss the internal and external factors influencing marketing mix.
20. Explain different Market Segmentation approaches with its practical application.
21. Discuss the concept of new product. What are the constraints in developing a new product? Describe the important measures to be taken by firms to prevent product failures.
22. What is service marketing? Explain in detail its features.

(2×5=10 weightage)

