



QP CODE: 25050683 S



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Reg No :

Name :

M.Com.(CSS) DEGREE SPECIAL EXAMINATION DECEMBER 2025

First Semester

M.Com. FINANCE AND TAXATION

Core Course - CM010103 - MARKETING MANAGEMENT

2019 Admission Onwards

5CAB5286

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. What do you mean by marketing research?
2. What is proactive marketing?
3. What is micro marketing environment?
4. Explain the scope of Mass Marketing.
5. What is Customized Marketing?
6. Name the economic factors influencing buying behaviour.
7. What is product mix?
8. What is a family brand?
9. Define packaging.
10. Define the term product.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Explain the differences between marketing 1.0,2.0,3.0.
12. Explain the major customer retention strategies.
13. Describe the important proposition strategies.
14. Explain Organisational Buying Process.





15. Distinguish between brand value and brand equity.
16. Define brand extension. Explain the pros and cons of brand extension.
17. Explain the concept of brand identity. Identify the key elements of it.
18. Describe the factors affecting service quality.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Describe the concept customer centric organisation. Explain the features of customer centric organisation.
20. "Consumer expenditure has given much value to the marketing process with segmentation of market" Explain.
21. Define product life cycle. Explain the basic strategies used in each stages of PLC.
22. Describe the concept of service marketing. Explain in detail the service marketing mix.

(2×5=10 weightage)

