



QP CODE: 26151738



26151738

Reg No :

Name :

M.Com DEGREE (CSS) PRIVATE EXAMINATION, MAY 2026

First Semester

M.Com. FINANCE AND TAXATION

Core Course - CM010103 - MARKETING MANAGEMENT

2019 Admission Onwards

0D50D2A6

Time: 3 Hours

Weightage: 30

Instructions: (Applicable for 2020 admission onwards): This question Paper contains **two sections**. Answer **section I** questions in the answer book provided. **Section II internal examination questions** must be answered in the **question paper itself**. Follow the detailed instructions given under **section II**.

Part A (Short Answer Questions)

*Answer any **eight** questions.*

*Weight **1** each.*

1. Give an overview of promotion mix.
2. What is meant by CLV?
3. State the meaning of value chain.
4. Describe Over Positioning
5. What is EVP
6. Define Emotional buying motive?
7. What is brand value?
8. "ADIDAS was initially offering shoes, but it is now extended to foot wears, clothing, sports products etc."What is this statement about?
9. What is brand personality?
10. What do you mean by service encounters ?

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

*Weight **2** each.*

11. Describe the major challenges of CRM?





12. What are the forces affecting marketing in the micro environment?
13. What are the factors to be considered while Market Targeting
14. Explain the benefits of understanding Consumer behaviour.
15. Bajaj Auto Ltd makes two wheelers having diverse features like Discover, Boxer, Boss, Pulsar, Scooter, Sunny etc. Identify the concept referred here. Explain its features.
16. What is brand equity? Explain different methods used for measuring brand equity.
17. Effective packaging must possess certain characteristics. What are they?
18. Elucidate the significance of service marketing ?

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

*Weight **5** each.*

19. Explain the nature of marketing and describe the process of marketing in an organisation?
20. Does Market Segmentation strategy have a direct relationship with customer loyalty: - Explain
21. Like human beings, a product passes through various stages in its life. Explain.
22. What is service marketing ? Explain in detail its features ?

(2×5=10 weightage)

