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Reg. No.....

Name.....

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, JUNE 2026

Sixth Semester

Economics

Choice Based Core Course—MARKETING MANAGEMENT

(2014—2016 Admissions—Mercy Chance)

[For Private Registration Candidates]

Time : Three Hours

Maximum Weight : 25

Instructions : *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**.*

Section I

PART A (OBJECTIVE TYPE QUESTIONS)

*Answer **all** questions.*

*Each bunch of **four** questions carries a weight of 1.*

BUNCH I

1. Marketing is primarily concerned with :
 - A) Production of goods.
 - B) Selling goods.
 - C) Satisfying customer needs and wants.
 - D) Increasing prices.
2. The traditional marketing mix consists of :

A) 2 Ps.	B) 3 Ps.
C) 4 Ps.	D) 7 Ps.

Turn over





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3. Market segmentation means :
- A) Increasing market size.
 - B) Dividing a market into distinct groups of customers.
 - C) Eliminating competitors.
 - D) Reducing product prices.
4. A group of customers that a company decides to serve is called the :
- A) Potential market.
 - B) Target market.
 - C) Consumer market.
 - D) Wholesale market.

BUNCH II

5. Positioning refers to :
- A) Physical location of a company.
 - B) Creating a distinct image of a product in consumers' minds.
 - C) Increasing production.
 - D) Reducing distribution costs.
6. Consumer behaviour is influenced by :
- A) Cultural factors.
 - B) Social factors.
 - C) Personal factors.
 - D) All of the above.
7. Buying motives may be broadly classified into :
- A) Product and market motives.
 - B) Rational and emotional motives.
 - C) Internal and external motives.
 - D) Primary and secondary motives.
8. Cognitive dissonance may occur :
- A) Before recognizing a need.
 - B) After purchasing a product.
 - C) During production.
 - D) During distribution.





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BUNCH III

9. Customer retention means :
- A) Attracting only new customers.
 - B) Keeping existing customers over a period of time.
 - C) Increasing product prices.
 - D) Reducing product variety.
10. Price skimming involves :
- A) Setting a very low initial price.
 - B) Setting a high initial price for a new product.
 - C) Offering products free of cost.
 - D) Maintaining a constant price.
11. Penetration pricing means :
- A) Setting a high initial price.
 - B) Setting a low initial price to gain market share quickly.
 - C) Charging different prices to every customer.
 - D) Increasing price regularly.
12. Which element of the marketing mix generates revenue directly ?
- A) Product.
 - B) Price.
 - C) Place.
 - D) Promotion.

BUNCH IV

13. A brand is :
- A) Only a company's logo.
 - B) A name, term, sign, symbol, design, or combination identifying a product.
 - C) A product's price.
 - D) A distribution channel.

Turn over





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14. Brand loyalty refers to :
- A) Customers repeatedly preferring a particular brand.
 - B) Customers changing brands frequently.
 - C) Companies changing their logos.
 - D) Retailers changing suppliers.
15. Distribution channels are concerned with :
- A) Moving products from producers to consumers.
 - B) Designing products.
 - C) Setting employee salaries.
 - D) Preparing financial statements.
16. Marketing research is mainly used to :
- A) Reduce employee numbers.
 - B) Collect and analyse information for marketing decisions.
 - C) Increase taxes.
 - D) Eliminate production.

(4 × 1 = 4)

PART B (SHORT ANSWERS)

*Answer any **five** questions not exceeding 50 words.
Each question carries a weight of 1.*

17. Define holistic marketing.
18. What is meant by market segmentation ?
19. Write a note on direct marketing.
20. Define product life cycle.
21. What is Branding ?
22. Stages of distribution channels.





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- 23. Define marketing research ?
- 24. What is meant by relationship marketing ?

(5 × 1 = 5)

PART C (SHORT ESSAY)

*Answer any **four** questions not exceeding 150 words.*

Each question carries a weight of 2.

- 25. Explain the steps involved in product planning and development.
- 26. Write a note on the meaning and importance of marketing mix.
- 27. Explain the process of buyer's decision in the market.
- 28. What is customer relationship marketing ?
- 29. What are the steps involved in advertising ?
- 30. Briefly explain the marketing information system.

(4 × 2 = 8)

PART D (LONG ESSAY)

*Answer any **two** questions not exceeding 450 words.*

Each question carries a weight of 4.

- 31. Briefly explain the concept of marketing management, differentiation, segmentation, targeting and positioning.
- 32. Discuss the objectives of pricing, policies of pricing and strategies of pricing.
- 33. Explain the factors influencing consumer behaviour and buying motives.
- 34. Discuss the objectives of marketing promotion and marketing research.

(2 × 4 = 8)

