K25P 2922

Reg. No. : .....

Name : .....

III Semester M.Com. Degree (C.B.C.S.S. – OBE – Reg./Supple./Imp.) Examination, October 2025
(2023 Admission Onwards)
CMCOM03C14 : MARKETING MANAGEMENT

Time : 3 Hours Max. Marks : 60

SECTION – A

Answer **any five** questions. **Each** question carries **three** marks.

1. Define Market Segmentation. State its characteristics.
2. Explain :
   a) Relationship Marketing.
   b) Marketing Myopia.
   c) Marketing Niche.
3. Define 'Price adjusted strategies' in marketing.
4. State any three objectives of Branding.
5. Give the meaning and importance of digital marketing.
6. Distinguish between public relations and personal selling. **(5×3=15)**

SECTION – B

Answer **any three** questions. **Each** question carries **five** marks.

7. Explain the role of consumer satisfaction in marketing strategy.
8. What are the major challenges faced in rural marketing ? Discuss.
9. Examine the role of distribution channels in modern marketing.
10. Highlight the significance of product differentiation in competitive market.
11. Enumerate the process of marketing management briefly. **(3×5=15)**

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SECTION – C

Answer **any three** questions. **Each** question carries **ten** marks.

12. Evaluate the scope and importance of targeting and positioning in marketing.

13. Discuss the branding and packaging strategies adopted by companies to attract customers in detail.

14. Validate the relevance of integrated marketing communication in today's business environment.

15. Investigate the relationship between consumer behaviour and digital marketing with suitable examples.

16. Define rural marketing. Analyze the features and challenges in Indian context. **(3×10=30)**

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