

Reg. No. :

Name :

**Third Semester BBA LL.B(Five Year Integrated). Degree Examination,
October 2020**

PAPER I- MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 80

I. Explain **any Five** question in not more than **60** words. each question carries **2** marks

1. Product life cycle
2. Penetration pricing
3. Product mix
4. Retailing
5. Marketing ethics
6. Personal selling
7. Augmented product
8. Branding

(5 × 2 = 10 Marks)

II. Answer **any Four** questions in not more than 120 words. Each question carries 4 marks

1. What are buying motives?
2. Distinguish between marketing and selling.

3. Explain basic function of packaging.
4. What is marketing channel? What are the types of marketing channels.
5. Explain break-even analysis.
6. Write a note on marketing information system.

(4 × 4 = 16 Marks)

III. Answer **any Four** questions in not more than **150** words Each question carries **6** marks .

1. Explain various sales promotion tools.
2. What are the steps in the process of new product development?
3. What are the different types of products? Explain.
4. What are the pricing objectives?
5. What are the advantages and limitations of advertising?
6. Explain CRM.

(4 × 6 = 24 Marks)

IV. Answer **any three** question. Each question carries **10** marks

1. Explain consumer buying behaviour. What are the various buying behaviour models?
2. What is market segmentation? What is the need and requirement of effective market segmentation?

3. Write an essay on different sales promotion tools
4. What is pricing strategy? What are the various pricing policies followed by firms?
5. Explain in detail the role of marketing in the economic development of a nation.

(3 × 10 = 30 Marks)
