

Reg. No. :

Name :

**Third Semester B.B.A./LL.B.(Five Year Integrated) Degree Examination,
October 2021**

Paper I : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 80

I. Explain any **five** questions in not more than **60** words:. **Each** question carries **2** marks.

1. Markup pricing
2. Branding
3. Product line
4. Break Even point
5. Non-Price Competition
6. Penetration Pricing
7. Retailing
8. Physical distribution .

(5 × 2 = 10 Marks)

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

1. What are the characteristics of consumer behavior?
2. What are the basic difference between marketing and sales?
3. Explain the concept of product life cycle.

4. What are the factors affecting pricing decisions?
5. Write a note on the meaning and importance of Promotion planning.
6. What are the main ethics in marketing?

(4 × 4 = 16 Marks)

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

1. What are the objectives of market segmentation?
2. What are the steps in target marketing?
3. Explain traditional marketing concepts
4. Point out the main objectives of Marketing Management.
5. Explain the micro and Macro environmental factors associated with marketing.
6. Write a note on the various factors affecting marketing mix.

(4 × 6 = 24 Marks)

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

1. Define Marketing and explain the scope of marketing.
2. What are buying motives? What are the different types of buying motives?
3. What do you mean by product positioning? What are the steps involved in product positioning?
4. Briefly explain TQM in marketing.
5. Define public relation. Discuss the various tools in public relations.

(3 × 10 = 30 Marks)