

Reg. No. :

Name :

**Fourth Semester B.Com. LL.B. (Five Year Integrated) Degree Examination,
February 2021.**

Paper I : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer any **five** of the following. Each question carries **2** marks.

1. Give the meaning of marketing function.
2. What do you mean by marketing management?
3. What is product differentiation?
4. Differentiate consumer goods and industrial goods.
5. What is product line?
6. Explain odd pricing.
7. What is telemarketing?

(5 × 2 = 10 Marks)

PART – B

II. Answer **any four** of the following. Each question carries **4** marks.

1. Point out the four Ps and four Cs in Marketing Mix.
2. What is meant by labelling of a product? What are the contents of a label?

P.T.O.

3. What is skimming pricing? Why do companies go for it?
4. Describe the process of supply chain management.
5. What are the essentials of a good advertisement copy?

(4 × 4 = 16 Marks)

PART - C

III. Answer any **four** of the following. Each question carries **6** marks.

1. Examine the causes of product failure.
2. Explain the objectives of pricing.
3. Differentiate a department store from a super market.
4. What is social marketing? Explain the benefits.
5. What is relationship marketing? Point out the benefits.

(4 × 6 = 24 Marks)

PART - D

IV. Answer any **three** of the following. Each question carries **10** marks.

1. Distinguish e-marketing from traditional marketing. Give the usual e-marketing tools.
2. What is market segmentation? Identify the bases of market segmentation.
3. Define channel of distribution. Point out factors influencing selection of channel of distribution.
4. What is product life cycle? Examine the different stages.

(3 × 10 = 30 Marks)