

Reg. No. :

Name :

**Fourth Semester B.Com. LL.B (Five Year Integrated) Degree Examination,
March 2022**

Paper I : MARKETING MANAGEMENT

Special Examination

Time : 3 Hours

Max. Marks : 80

- I. Explain any five questions in not more than **60** words. Each questions carries **2** marks.
1. Marketing Environment.
 2. Break even Analysis.
 3. Customer relationship management.
 4. Vertical marketing.
 5. Relationship marketing.
 6. Mobile marketing.
 7. Ethics.
- (5 × 2 = 10 Marks)**
- II. Explain any **four** questions in not more than **120** words. Each question carries **4** marks.
8. Explain the level of channel.
 9. What are the services rendered by wholesalers to manufactures?

10. Explain the patterns of segmentation.
11. "Packaging is in the socio economic forefront because of its relationship to environmental pollution issues". Explain the criticism against packaging.
12. Point out the merits of personal selling.

(4 × 4 = 16 Marks)

- III. Explain any **four** questions in not more than **150** words. Each question carries **6** marks.
13. "A company has to select the proper type packaging depending upon the nature of the product and expectations of the consumer". Explain the types of packing.
 14. Explain the micro environmental factors affecting the marketing of a company.
 15. Explain the advantages of direct marketing.
 16. What are the functions of wholesalers?
 17. Point out the advantages of public relation.

(4 × 6 = 24 Marks)

- IV. Explain any **three** questions. Each question carries **10** marks.
18. Explain the types of sale promotion.
 19. "It is the buying motives which induce a consumer to buy a particular product". Explain the types of motives.
 20. Explain the factors influencing customer behaviour.
 21. "Differentiate variables are used to segment the consumer markets". Explain the main basis of market segmentation.

(3 × 10 = 30 Marks)