

Reg. No. :

Name :

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

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. Product
2. Product life cycle
3. Market segmentation
4. Packing
5. Advertising
6. Product life cycle
7. Retailors.

(5 × 2 = 10 Marks)

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

1. Briefly explain the various elements of marketing mix.
2. Explain the importance of physical distribution system.
3. "Branding is the process of finding and fixing the means of identification or naming the product". Explain the purpose of branding.

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4. Explain the objectives of channels of distribution.
5. What are the main types of products?

(4 × 4 = 16 Marks)

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

1. Write a note on the principles of TQM.
2. Explain the consumer buying process.
3. Explain the process of personal selling.
4. What are the services rendered by retailers to consumers?
5. Point out the types of small scale retailers.

(4 × 6 = 24 Marks)

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

1. Enumerate the different types of pricing strategies.
2. Explain the product development stages.
3. Discuss the types of large scale retailers.
4. "Delivering goods to the customer is a critical task, if the product is not made available when and where the customer wants it, then, in spite of the good quality and fair price, the product is likely to fail in the market". Explain the importance of physical distribution.

(3 × 10 = 30 Marks)