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Reg. No. : ....

Name : ....

Fourth Semester B.Com. LL.B. (Five Year Integrated) Degree Examination, March 2026

Paper I – MARKETING MANAGEMENT

(2013-2019 Admission)

Time : 3 Hours Max. Marks : 80

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

1. What is a marketing mix?
2. What is branding?
3. What is a distribution channel?
4. What is service marketing?
5. Define marketing.
6. What is synchro marketing?
7. What is re-marketing?

(5 × 2 = 10 Marks)

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

8. Explain the four significant elements of product mix.
9. Explain the types of distribution channels.
10. "Personal selling is the art of convincing the prospects. It is the science and art of understanding human desire and pointing ways to their fulfilment". Explain the objectives of personal selling.
11. Explain the patterns of segmentation.
12. Explain the target marketing strategies.

(4 × 4 = 16 Marks)

P.T.O.

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

13. "Marketing should be considered a central business function as it establishes, develops and commercializes long term customer relationships so that Objectives of both the parties are met''. Explain the functions of marketing.
14. Explain the stages of product life cycle.
15. Explain the factors affecting the choice of distribution channel.
16. "Advertising is directed towards a large number of people at the same time, its message gets diffused giving rise to wastages". Explain the limitations of advertising.
17. "Buying is a mental process. A decision to buy a product is taken after passing through different stages". Explain the customer buying process.

(4 × 6 = 24 Marks)

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

18. A company's price level sends signals about the quality of its products to the customer. A customer always compares the company's prices with those of its competitors.
    So price determination is important for all companies. Discuss the factors affecting price determination.
19. "Modern companies search for ways to gain efficiency by replacing one promotional tool with another". Explain the different kind of promotional tools.
20. "It is the buying motives which induce a consumer to buy a particular product". Explain the types of buying motives.
21. "Market segmentation is the strategy that subdivides the target market into sub-groups of consumers with distinct and homogenous characteristics with a view to develop and follow a distinct and differentiated marketing programmes for each sub-group in order to enhance satisfaction to consumers and profit to the marketer" Discuss the basis of segmentation.

(3 × 10 = 30 Marks)