

Reg. No. : .....

Name : .....

**Fourth Semester B.Com. LL.B. (Five Year Integrated) Degree  
Examination, February 2023.**

**Paper I – MARKETING MANAGEMENT**

**(2020 Admission)**

Time : 3 Hours

Max. Marks : 80

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

1. What do you mean by Segment Marketing?
2. What do you understand by Consumer Behaviour?
3. What do you mean by Warranty?
4. What is Dual Pricing?
5. Who are Itinerant Retailers?
6. What is Brand Loyalty?
7. What is Personalised Marketing?

**(5 × 2 = 10 Marks)**

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

8. What are Consumer Goods? What are the Characteristics of Consumer Goods?
9. Discuss the steps in setting Prices
10. Define advertisement. What are the objectives of advertisement?

11. State the kinds of consumer promotion.
12. What are the steps involved in buying decision process?

(4 × 4 = 16 Marks)

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

13. Differentiate between Branding and Grading.
14. Discuss the stages of product life cycle.
15. Briefly explain the various elements of distribution mix.
16. What are the steps involved in Market Targeting?
17. Write a short note on 'Marketing Mix'.

(4 × 6 = 24 Marks)

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

18. Elucidate the steps involved in channel management decisions.
19. Discuss various kinds of Sales Promotion.
20. Elaborate the various bases or methods of market segmentation.
21. What is Marketing? Discuss the importance of marketing.

(3 × 10 = 30 Marks)