

Reg. No. :

Name :

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

Paper I – MARKETING MANAGEMENT

(2020 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

I. Explain any **five** of the following. Each question carries **2** marks. Each answer should not exceed **50** words.

1. What do you mean by Cause Marketing?
2. Explain Market Positioning.
3. What is Marketing Mix?
4. Distinguish between Product Innovation and Product Diversification.
5. What do you mean by Supply Chain Management?
6. Give a note on Customized market.
7. What are the features of Product Line?

(5 × 2 = 10 Marks)

II. Answer any **four** of the following. Each question carries **4** marks. Each answer should not exceed **120** words.

8. Point out the role of Market in Modern Organization.
9. Write a note on Relationship Marketing.
10. Explain various types of Distribution Channels.
11. What are the main factors affecting Pricing Decisions?
12. Explain the main features of Logistic Decisions in supply chain and operation management.

(4 × 4 = 16 Marks)

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

13. Point out the main pricing strategies for new products
14. What are the main factors contributing to Brand Equity?
15. Explain different types of Promotion.
16. Explain advertisement copy and what are the requirements of good advertisement copy?
17. Write a short essay on Personal Selling.

(4 × 6 = 24 Marks)

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

18. Give a detailed explanation on the stages of Product Life Cycle.
19. Briefly explain various approaches to Pricing.
20. Write an essay on Logistic Management.
21. Explain the meaning, functions and methods of Sales Promotion.

(3 × 10 = 30 Marks)