

Reg. No. :

Name :

**Third Semester B.B.A. LL.B (Five Year Interacted) Degree Examination,
October 2024**

Paper I – MARKETING MANAGEMENT

(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1. TQM
2. Positioning
3. Sales promotion
4. Promotional planning
5. Branding
6. Product line
7. Market segmentation
8. Product

(5 × 2 = 10 Marks)

P.T.O.

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

1. Briefly explain about the 4P's associated with marketing mix
2. How to select a target market?
3. Point out the main factors influencing market segmentation?
4. What are the main features of Retailing?
5. Point out the difference between Market and Marketing
6. Explain the main factors affecting Pricing decisions.

(4 × 4 = 16 Marks)

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

1. Write a note on the main ethics in Marketing?
2. Explain the features of direct marketing?
3. Distinguish between Distribution Planning and Product Planning
4. Give a brief note on the objectives of Pricing.
5. What are the main stages of buying decision process?
6. What are the various stages in New Product Development?

(4 × 6 = 24 Marks)

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

1. Explain various pricing strategies.
2. Define Marketing environment. Explain briefly the various factors that influence marketing environment.

3. Write an essay on Break Even Analysis.
4. What do you mean by Marketing Channels and what are its types?
5. Write an essay on the main determinants of Consumer Buying Behaviour.

(3 × 10 = 30 Marks)

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