

Reg. No. :

Name :

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

Paper I : MARKETING MANAGEMENT

(2013-2019 Admission)

Time : 3 Hours

Max. Marks : 80

I. Answer any **five** questions. **Each** question carries **2** marks.

1. What is market?
2. Who developed marketing mix?
3. What is CRM?
4. What are white goods?
5. Describe PLC.
6. Define logistics management.
7. What is PMCG?

(5 × 2 = 10 Marks)

II. Answer any **four** questions. **Each** question carries **4** marks.

8. What is demarketing?
9. What are the significance of pricing?
10. Explain synchro marketing.

P.T.O.

11. Distinguish between trade mark and brand name.
12. What are the factors affecting choice of distribution channel?

(4 × 4 = 16 Marks)

III. Answer any **four** questions. **Each** carries **6** marks.

13. What is e marketing? Explain merits and demerits.
14. Explain in detail consumer buying process.
15. What are the stages of product development?
16. What are buying motives?
17. Describe in detail 'publicity'.

(4 × 6 = 24 Marks)

IV. Answer any **three** questions. **Each** carries **10** marks.

18. What are the factors affecting consumer behaviour?
19. Explain in detail various types of distribution channels.
20. What are the major sales promotion techniques?
21. Describe in brief the origin of mm. Explain elements of marketing mix.

(3 × 10 = 30 Marks)