

Reg. No. : .....

Name : .....

Third Semester B.B.A. LL.B (Five Year Integrated) Degree Examination,  
October 2023

**Paper I – MARKETING MANAGEMENT**

**(2013 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

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

1. Packaging.
2. Break Even point.
3. Advertising.
4. Marketing Management.
5. Product Mix.
6. Markup pricing.
7. Target Markets.
8. Product Motive.

**(5 × 2 = 10 Marks)**

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

9. Explain the various Marketing Concepts?
10. Define Promotional Planning.

P.T.O.

11. Write a note on Penetration Pricing.
12. Analyze the main characteristics of non price competition.
13. Point out the merits of Branding.
14. Briefly explain buying behavior.

**(4 × 4 = 16 Marks)**

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

15. Point out the main features of Market.
16. What do you mean by Channel functions?
17. Explain the various objectives of market segmentation.
18. Write a note on the various elements in marketing mix?
19. Explain the main stages in Product Life Cycle.
20. Explain the features of Market Intelligence System.

**(4 × 6 = 24 Marks)**

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

21. Explain product positioning and the steps involved in it.
22. Briefly explain about the ethics in marketing.
23. Write an essay on the importance of public relation its various tools.
24. Briefly explain the scope of Marketing.
25. Write an essay on TQM in marketing.

**(3 × 10 = 30 Marks)**