

Reg. No. :

Name :

**Fourth Semester B.Com.LL.B. (Five Year Integrated) Degree Examination,
March 2025**

Paper I : MARKETING MANAGEMENT

(2013-2019 Admission)

Time : 3 Hours

Max. Marks : 80

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

1. What is social marketing?
2. What is customer-based brand equity?
3. What is cognitive dissonance?
4. What is de-marketing?
5. What is relationship marketing?
6. What is virtual marketing?
7. What is M-business?

(5 × 2 = 10 Marks)

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

1. Explain the objectives of channels of distribution.
2. Explain the limitations of personal selling.
3. Explain integrated direct marketing.

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4. "Consumer behaviour is actions of consumers in the market place and the underlying motives for those actions". Explain the types of consumer behaviour.
5. Explain the factors influencing product mix.

(4 × 4 = 16 Marks)

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

1. Explain the modern marketing concepts.
2. Explain the factor affecting the life cycle of a product.
3. The development of printing technology has stimulated rapid development of advertising. Firms now prefer advertising to make the public aware about the organisation and its products". Explain the objectives of advertising.
4. "Market segmentation mean's dividing market or grouping of consumers". Explain the characteristics of market segmentation.
5. Explain the steps involved in product positioning.

(4 × 6 = 24 Marks)

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

1. Explain the pricing strategies.
2. "Delivering goods to the customer is a critical task. If the product is not made available when and where the customer wants it, then, in spite of the good quality and fair price, the product is likely to fail in the market". Explain the importance of physical distribution.
3. "Direct marketing is the use of consumer - directed channels to reach and deliver goods and services to customers without using marketing middlemen". Explain the channels of direct marketing.
4. Explain the factors influencing consumer behaviour / buying decisions.

(3 × 10 = 30 Marks)