

Reg. No. :

Name :

Fourth Semester B.Com. LLB (Five Year Integrated) Degree

Examination , March 2025

Paper I : MARKETING MANAGEMENT

(2020 Admission Onwards)

Time : Three Hours

Max. Marks : 80

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

1. Define Marketing.
2. What is Market Segmentation?
3. What do you mean by Branding?
4. What is Penetration Pricing?
5. What is Channel of Distribution?
6. Define Salesmanship.
7. What do you mean by Relationship Marketing?

(5 × 2 = 10 Marks)

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

8. State the criteria for successful market segmentation.
9. What are the objectives of Pricing?
10. Explain the advantages of Packaging?
11. What are the features of Direct Marketing?
12. What are the principles of Personal Selling?

(4 × 4 = 16 Marks)

P.T.O.

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

13. Explain the process of Market Segmentation.
14. What are the factors affecting pricing decisions?
15. Define Online Marketing. What are its advantages and disadvantages?
16. Distinguish between Wholesalers and Retailers.
17. What are the special problems of service marketing?

(4 × 6 = 24 Marks)

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

18. Discuss the factors influencing consumer behaviour.
19. What is Product Development? Describe briefly the steps involved in the process of new product development.
20. Discuss the pricing strategies for determining the price of new products.
21. What are the factors to be considered while selecting a suitable channel of distribution?

(3 × 10 = 30 Marks)