

(Pages : 3)

W – 1258

Reg. No. :

Name :

Third Semester B.B.A.L.L.B.(Five Year Integrated) Degree Examination,
October 2025

Paper I – MARKETING MANAGEMENT

(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

1. Explain any **five** questions in not more than **60** words. **Each** question carries **2** marks.

1. Target marketing
2. Penetration Pricing
3. Customer relationship marketing
4. Core Marketing
5. Product life cycle
6. Promotion
7. Marketing myopia
8. Marketing channel.

(5 × 2 = 10 Marks)

P.T.O.

SECTION – B

- II. Explain any **four** questions in not more than 120 words. **Each** question carries 4 marks.
9. Describe the importance of advertisement as promotional technique.
 10. What are the concepts of marketing?
 11. Explain the factors affecting marketing environment.
 12. Describe the benefits of direct marketing.
 13. Explain the need of consumer buying decision.
 14. Enumerate the role of positioning the market offering.

(4 × 4 = 16 Marks)

SECTION – C

- III. Explain any **four** questions in not more than 150 words. **Each** question carries 6 marks.
15. What is the advantage of competitive pricing?
 16. Differentiate between physical distribution and channel distribution.
 17. Write a short note on pricing objectives.
 18. Describe break even analysis.
 19. Explain the types of product.
 20. Discuss the role of marketing in modern management.

(4 × 6 = 24 Marks)

SECTION – D

IV. Explain any **three** questions. **Each** question carries **10** marks.

21. Define Marketing. Explain the scope of marketing.
22. Enumerate the need and importance of market segmentation.
23. Discuss the steps involved in developing effective communication.
24. Explain the types of pricing strategies and its merits and demerits.
25. Describe the need and importance of TQM in marketing.

(3 × 10 = 30 Marks)

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