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A - 1157

Reg. No. :

Name :

**Third Semester Integrated B.B.A. LL.B. (5 Year) Degree
Examination, April 2016**

Paper – 1 : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 80

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

- 1) Marketing information system.
- 2) Skimming price policy.
- 3) Product line.
- 4) Retailing.
- 5) TQM.
- 6) Break-even analysis.
- 7) Augmented product.
- 8) Product positioning.

(5×2=10 Marks)

II. Answer **any four** questions in **not more than 120 words**. **Each** question carries **4 marks**.

- 1) Explain significance of marketing.
- 2) Distinguish between marketing and selling.
- 3) What are the basic functions of packaging ?
- 4) What is marketing channel ? What are the types of marketing channels ?
- 5) What are the factors affecting pricing decisions ?
- 6) Write a note on marketing environment.

(4×4=16 Marks)



III. Answer **any four** questions in **not** more than **150** words. **Each** question carries **6** marks.

- 1) Explain product mix.
- 2) What are the steps in the process of new product development ?
- 3) Define product. What are the different types of product ?
- 4) Explain direct marketing.
- 5) What are buying behaviour theories ? Explain two models.

(4×6=24 Marks)

6) Explain marketing ethics.

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

- 1) Explain consumer buying behaviour. What are the stages in the buying decision process ?
- 2) What is market segmentation ? What are the bases for market segmentation ?
- 3) Write an essay on different sales promotion tools.
- 4) What is pricing strategy ? What are the factors affecting pricing decisions ?
- 5) Explain in detail Customer Relationship Marketing.

(3×10=30 Marks)

(5×2=10 Marks)

(4×4=16 Marks)