

Reg. No. :

Name :

Third Semester B.B.A. LL.B. (Five Year Integrated) Degree Examination,
August 2019

Paper I – MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 80

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

1. Marketing mix
2. Product differentiation
3. Micro Environment
4. Reference group
5. Psychological pricing
6. Trade promotion
7. Personal selling
8. Target marketing

(5 × 2 = 10 Marks)

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

1. Distinguish between consumer and buyer.
2. Explain the various benefits derived from an efficient physical distribution system.
3. What are the advantages of personal selling?

4. Explain the factors influencing the choice of distribution channel.
5. Explain the various objectives of pricing.
6. Explain the goals of promotion mix.

(4 × 4 = 16 Marks)

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

1. What are the reasons for the failure of new products?
2. Explain Macro Environment.
3. What are the functions of Packaging?
4. Explain the various stages through which consumer buying process takes place.
5. What are the functions of Wholesalers?
6. Explain the factors affecting promotion mix decision.

(4 × 6 = 24 Marks)

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

1. Explain different stages of product life cycle.
2. What is modern marketing? What are the features of Modern Marketing?
3. What is public relation? Explain the tools of public relation.
4. What is branding? Explain the advantages and disadvantages of branding.
5. What is direct marketing? Explain different types of direct marketing.

(3 × 10 = 30 Marks)