



Reg. No. :

Name :

**Third Semester B.B.A. LL.B. (Five Year Integrated) Degree
Examination, March 2015**

Paper – I : 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) Niche Marketing
- 2) Total Quality Management
- 3) Premium Pricing
- 4) Marketing Intelligence System
- 5) Selective distribution
- 6) In-store advertising
- 7) Product line expansion
- 8) Test marketing.

(5×2=10 Marks)

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

- 1) Define marketing. Explain its functions.
- 2) Explain the reasons for new product failure.
- 3) State the socio-cultural factors affecting consumer behaviour.
- 4) What are the different types of business buying situations ?
- 5) Explain the need and requirements of effective market segmentation.
- 6) Distinguish between sales promotion and advertising.

(4×4=16 Marks)



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

- 1) Explain the different stages in developing new products.
- 2) What is channel of distribution ? State its functions.
- 3) What is packaging ? State the factors that contributed to packaging's growing use.
- 4) Explain brand strategy decision.
- 5) What are the factors affecting pricing decisions ?
- 6) Explain sales force promotion. State the various schemes of sales force promotion. **(4×6= 24 Marks)**

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

- 1) Explain the different stages of product life cycle.
- 2) Explain the process of consumer decision making.
- 3) What are the different basis for market segmentation ?
- 4) Describe the various pricing strategies.
- 5) Explain various channels of distribution with examples and different types of intermediaries. **(3×10= 30 Marks)**