

Reg. No. :

Name :

**Fourth Semester B.Com. LL.B. (Five Year Integrated) Degree Examination,
February 2018
Paper – I : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

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

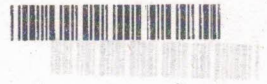
- 1) What is Marketing Management ?
- 2) Define Marketing concept.
- 3) What is Synchro-marketing ?
- 4) What are the benefits of Market Segmentation ?
- 5) Define C.R.M.
- 6) What is test marketing ?
- 7) What is advertising ?

(5×2=10 Marks)

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

- 1) What are the requisites of Sound Market Segmentation ?
- 2) What are the promotion mix variables ?
- 3) What is Product Labeling ? Explain its purpose.
- 4) What are the objectives of pricing ?
- 5) What are the methods of Direct selling ?

(4×4=16 Marks)



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

- 1) What is De-marketing and Remarketing ?
- 2) What are the factors effecting the selection of a Viable Marketing Strategy ?
- 3) What are the characteristics of Product Planning ?
- 4) What are sales promotion tools ?
- 5) What are the merits of Internet Marketing ? **(4x6=24 Marks)**

IV. Answer **any 3** of the following. **Each** carries **10** marks.

- 1) What is Marketing Management ? What are its functions ?
- 2) Define Buying Motives. What are different types of Buying motives ?
- 3) What is Branding ? What are its merits ?
- 4) What is Pricing ? What are the methods of price determinations ? **(3x10=30 Marks)**

(5x2=10 Marks)

(4x4=16 Marks)