

Reg. No. : .....

Name : .....

**Fourth Semester B.Com. LL.B. (Five Year Integrated) Degree  
Examination, March 2019  
Paper – I : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

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

- 1) Define the term 'marketing'.
- 2) What do you mean by consumer behaviour ?
- 3) What is brand loyalty ?
- 4) What is a product line ?
- 5) Explain the concept of dual pricing.
- 6) What is marketing 'myopia' ?
- 7) Explain about 'green marketing'.

(5×2=10 Marks)

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

- 1) Explain the features of modern marketing concept.
- 2) Distinguish between marketing and selling.
- 3) Examine the significance of studying consumer behaviour.
- 4) List out the advantages of branding.
- 5) What do you mean by virtual marketing ?

(4×4=16 Marks)

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

- 1) Discuss important functions of marketing.
- 2) Explain the methods of market segmentation.
- 3) Explain the economic theory of consumer behavior.
- 4) What is product life cycle ? Discuss various stages of product life cycle.
- 5) Explain the steps involved in buying decision process.

(4×6=24 Marks)



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

- 1) What is consumer behaviour ? Explain briefly about the factors which are influencing the consumer behaviour ?
- 2) Define marketing mix. Discuss various elements of marketing mix.
- 3) Define price policy. Critically examine various methods of price policy.
- 4) Define marketing. What are the approaches to marketing ? Explain various types of marketing. **(3x10=30 Marks)**

Max. Marks : 80

Time : 3 Hours

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

- 1) Define the term 'marketing'.
- 2) What do you mean by consumer behaviour ?
- 3) What is brand loyalty ?
- 4) What is a product line ?
- 5) Explain the concept of dual pricing.
- 6) What is marketing 'myopia' ?
- 7) Explain about 'green marketing'.

(5x2=10 Marks)

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

- 1) Explain the features of modern marketing concept.
- 2) Distinguish between marketing and selling.
- 3) Examine the significance of studying consumer behaviour.
- 4) List out the advantages of branding.
- 5) What do you mean by virtual marketing ?

(4x4=16 Marks)

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

- 1) Discuss important functions of marketing.
- 2) Explain the methods of market segmentation.
- 3) Explain the economic theory of consumer behavior.
- 4) What is product life cycle ? Discuss various stages of product life cycle.
- 5) Explain the steps involved in buying decision process.

(4x6=24 Marks)