

Reg. No. : .....

Name : .....

Fourth Semester B.Com. LL.B. (Five Year Integrated) Degree Examination,  
November 2019

**Paper I : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**PART A**

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

1. What do you mean by marketing?
2. What is marketing mix?
3. Give the meaning of market segmentation.
4. Differentiate durable goods and non durable goods.
5. What is test marketing?
6. Explain dual pricing.
7. What is meant by green marketing?

**(5 × 2 = 10 Marks)**

P.T.O.

## PART B

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

1. What is target marketing? Explain the steps.
2. Explain brand equity. Give the advantages.
3. What is penetration pricing? Why do companies go for it?
4. Bring out the importance of logistics management.
5. Give the advantages and disadvantages of television advertising.

**(4 × 4 = 16 Marks)**

## PART C

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

1. What are the stages of product life cycle?
2. Explain the characteristics of a good package.
3. Distinguish between pricing policy and pricing strategy.
4. Define 'Services'. Explain the characteristics of services.
5. Distinguish between commercial marketing and social marketing.

**(4 × 6 = 24 Marks)**

PART D

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

1. What is E-marketing? Elaborate the features and principles.
2. Define product mix. Describe different product mix strategies.
3. Briefly explain different kinds of pricing.
4. What is social marketing? Give an account of marketing mix suitable to social marketing.

**(3 × 10 = 30 Marks)**