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Reg. No. :

Name :

Third Semester B.B.A. LL.B. (Five Year Integrated) Degree Examination,
October 2022

Paper I : MARKETING MANAGEMENT

(2013 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

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

1. Target Markets
2. Product Motive
3. Market segmentation
4. Packaging
5. Product
6. Marketing Triangle
7. Advertising
8. Sales promotion.

(5 × 2 = 10 Marks)

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

1. Define Marketing Concepts.
2. What are the various factors influencing market segmentation?

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3. Point out the main advantages of Branding.
4. Explain various pricing strategies.
5. What are the features of direct marketing?
6. Explain Break Even Analysis.

(4 × 4 = 16 Marks)

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

1. Distinguish between Market and Marketing.
2. Explain the 4P's associated with marketing mix.
3. Point out the main stages of buying decision process.
4. Explain product mix decisions.
5. What are the objectives of Pricing?
6. Explain Channel functions.

(4 × 6 = 24 Marks)

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

1. Define Marketing environment. Explain briefly the various factors of marketing environment.
2. Write an essay on the various stages in New Product Development.
3. Briefly explain the structure and types of marketing channels.
4. Explain Customer relationship marketing.
5. Write an essay on the ethics in marketing.

(3 × 10 = 30 Marks)