



Reg. No. :

Name :

**Third Semester B.B.A. LL.B. (Five Year Integrated) Degree
Examination, May 2017
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) Target Market
- 2) Commercialisation
- 3) Augmented Product
- 4) Labelling
- 5) Grading
- 6) Skimming Pricing
- 7) Product line
- 8) Chain store.

(5×2=10 Marks)

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

- 1) Brief selling concept.
- 2) What is marketing myopia ?
- 3) Explain the different roles played by consumers during the buying process.
- 4) Discuss the importance of marketing mix in marketing management.
- 5) Explain the role of physical distribution in marketing.
- 6) What is personal selling ? Why is it used ?

(4×4=16 Marks)



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

- 1) Briefly explain the concept of positioning with examples.
- 2) What do you mean by product ? Discuss major consumer goods and industrial goods classification.
- 3) Define pricing. Discuss the importance of pricing in marketing mix.
- 4) Explain various types of marketing distribution channels used to reach the final uses of a product.
- 5) Write about analyzing the macro environment of marketing.
- 6) What is marketing ? Differentiate between marketing and selling.

(4×6=24 Marks)

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

- 1) Explain the various types of sales promotion tools.
- 2) What is advertisement copy ? State its elements.
- 3) Explain the role of marketing in Indian Economy.
- 4) Explain channel Dynamics and channel conflict.
- 5) Explain the key inputs and considerations in making-pricing decisions.

(3×10=30 Marks)