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F-1007

Reg. No. :

Name :

**Third Semester B.B.A. LL.B. (Five Year Integrated) Degree
Examination, September 2018
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) Physical distribution.
- 2) Promotional pricing.
- 3) Psychographic segmentation.
- 4) Patronage motives.
- 5) Mass marketing.
- 6) Sales promotion.
- 7) Product planning.
- 8) Total Quality Management.

(5×2=10 Marks)

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

- 1) Explain the functions of retailers.
- 2) What are the merits of direct advertising ?
- 3) Explain market penetration pricing.
- 4) What are the advantages of sales promotion ?
- 5) Explain the reasons for branding individual products.
- 6) Explain the characteristics of buyer behaviour.

(4×4=16 Marks)

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

- 1) Explain price adjustment strategies.
- 2) What are the functions of labelling ?
- 3) What are the advantages of advertising ?
- 4) Explain the role of 4Ps in marketing.
- 5) What is marketing ethics and its importance ?
- 6) What are the components of Marketing Information System ? **(4×6=24 Marks)**

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

- 1) What is product positioning ? Explain different product positioning strategies.
- 2) Explain the various bases on which market can be segmented.
- 3) Explain the different tools of consumer sales promotion.
- 4) What is marketing ? Briefly explain the functions of marketing.
- 5) Explain the various factors affecting marketing mix. **(3×10=30 Marks)**