

F 2777

Reg. No.....

Name.....

**FIVE YEAR B.Com./B.B.A., LL.B. (HONOURS) DEGREE EXAMINATION
JANUARY 2023**

Seventh Semester

FB 17/FC 13—MARKETING MANAGEMENT

(2018 Admissions—Regular)

Time : Three Hours

Maximum : 75 Marks

Part A

*Answer any five questions.
Each question carries 3 marks.*

1. What is Trademark ?
2. What is the function of Marketing Manager ?
3. Explain Marketing Audit. State *one* significance.
4. Give three considerations to be made for Multiproduct Pricing.
5. What is Brand Loyalty ?
6. How is Organisational Buying different from Personal Buying ?

(5 × 3 = 15 marks)

Part B

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

7. What are the features of Government Health Care Centres.
8. What are the different types of Wholesalers ?
9. Explain the functions of Packaging.
10. Explain Production, Selling and Product Concept of Marketing. Explain their effects.

(3 × 10 = 30 marks)

Part C

*Answer any two questions.
Each question carries 15 marks.*

11. Describe the elements in a Channel of Distribution. Show (Draw) the chain diagrammatically.
12. What are the factors that influence Pricing decisions ?
13. Explain PEST Analysis. What is its influence in marketing decisions ?

(2 × 15 = 30 marks)