

F 4545

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Reg. No.....

Name.....

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

Seventh Semester

FB 17/FC 13—MARKETING MANAGEMENT

(2019 Admissions—Regular/2018 Admissions—Supplementary)

Time : Three Hours

Maximum : 75 Marks

Part A

Answer any five questions.

Each question carries 3 marks.

1. Define Marketing Mix ?
2. What is Synchro Marketing ?
3. What are the different kinds of Labelling ?
4. Explain Pricing.
5. What are the characteristics of Product ?
6. Explain Service Marketing.

(5 × 3 = 15 marks)

Part B

Answer any three questions.

Each question carries 10 marks.

7. Explain the factors that affect Consumer Buying Behaviour
8. What are the methods of Pricing ?
9. What are the features in Relationship Marketing ?
10. What are the stages of Product Life Cycle ?

(3 × 10 = 30 marks)

Turn over

Part C

Answer any two questions.

Each question carries 15 marks.

11. Define Marketing. What are the functions of Marketing ?
12. What are the different types of Segmentation ? What are the advantages of Segmentation ?
13. Detail on the alternate Channels of Distribution ?

(2 × 15 = 30 marks)