

D 90523

Name.....

Reg. No.....

**FOURTH SEMESTER B.B.A., LL.B. (HONOURS) DEGREE EXAMINATION
NOVEMBER 2020**

B.B.A., LL.B.

CM 14—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 75 Marks

Part A

*Write short answer to any six questions.
All questions carry equal marks.*

- | | |
|----------------------------|-----------------------------|
| 1. The Production Concept. | 2. Internal Marketing. |
| 3. Style. | 4. Personal Selling. |
| 5. Product Positioning. | 6. Market Skimming Pricing. |
| 7. Social Media Marketing. | 8. Media Planning. |

(6 × 5 = 30 marks)

Part B

*Answer any two questions.
All questions carry equal marks.*

9. Define Branding. Explain different types of branding with examples.
10. What are the different stages in Product life cycle and explain different marketing strategies adopted for each stage ?
11. "Sales Promotion is important both for manufacturer and consumers". Explain how ?

(2 × 10 = 20 marks)

Part C

*Answer any two questions.
All questions carry equal marks.*

12. What you mean by marketing mix ? Explain marketing mix elements and its importance in marketing management.
13. Explain different types of Print and Electronic advertising media with its merits and demerits.
14. Discuss the important market factors affecting choice of channel of distribution and elucidate different types of distribution channels.

(2 × 12½ = 25 marks)

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Jin-Ying Zhang



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