E 1066 (Pages : 2) Reg. No..............................

Name..............................

B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2018

Sixth Semester

B.A. Economics (Model I and Model II)

Choice Based Core Course—MARKETING MANAGEMENT

(2013 Admission onwards)

Time : Three Hours Maximum Marks : 80

Part A (Definition Type Questions)

Answer **all** *questions in one sentence each.*
Each question carries 1 *mark.*

Define the following :—

1. Management.
2. Sales Territory.
3. Product Life Cycle.
4. Strategic planning.
5. Product differentiation.
6. Direct marketing.
7. Brand equity.
8. Market Information System.
9. Advertising.
10. Marketing.

(10 × 1 = 10)

Part B

Answer any **eight** *of the following questions in a* **paragraph** *each.*
Not exceeding 100 *words.*
Each question carries 2 *marks.*

11. What is branding ?
12. Primary data.
13. Strategic planning.
14. Role of Marketing research.
15. Demand oriented pricing.

Turn over

16. What are the emotional buying motives ?
17. New-Product pricing strategies.
18. Techniques of Sales Promotion.
19. Objectives of Marketing Research.
20. Importance of packaging
21. Market research.
22. Labelling.

(8 × 2 = 16)

Part C (Short Essays)

Answer any **six** *of the following questions in one and a* **half pages** *each.*
Not exceeding 150 words.
Each question carries 4 marks.

23. What are the elements of marketing mix ?
24. Discuss the various buying motives.
25. Discuss the unique features of services.
26. What are the stages in Product Life Cycle ?
27. What is meant by competition oriented pricing ?
28. What are the types of marketing intermediaries ?
29. Discuss the importance of distribution channels
30. What are the steps involved in Marketing Research ?
31. Write a note on classification of Indian consumers.

(6 × 4 = 24)

Part D (Long Essays)

Answer any **two** *of the following questions.*
Not exceeding **four pages** *each.*
Each question carries 15 marks.

32. Discuss the features and functions of marketing management.
33. What are the factors which influence consumer behaviour ?
34. Discuss the various strategies or techniques of Pricing.
35. Discuss the steps involved in advertising process. Explain the objectives of advertising.

(2 × 15 = 30)