

S.No. : 475

No. of Printed Pages : 03

Following Paper ID and Roll No. to be filled in your Answer Book.

PAPER ID : 29124Roll
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Integrated. LL.B Examination 2018-19**(Even Semester)****MARKETING MANAGEMENT***Time : 3 Hours]**[Maximum Marks : 60***Section - A****Note :** Attempt all parts of the following : $8 \times 1 = 8$

1. (a) Niche marketing.
- (b) Brand equity.
- (c) Product concept
- (d) Promotion mix
- (e) Positioning
- (f) Customer value

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- (g) Customer satisfaction
- (h) Direct marketing.

Section - B

2. Attempt any two parts of the following : $2 \times 6 = 12$
- (a) Difference between marketing and selling concept?
 - (b) Define Segmentation? Explain different patterns of Segmentation?
 - (c) Explain Product Life Cycle (PLC) with the help of diagram?
 - (d) Discuss various elements of Promotion mix?

Section - C

- Note :** Attempt all questions. Attempt any two parts from each question. $5 \times 8 = 40$
- 3. (a) What are the major components of micro and macro marketing environment? Discuss.
 - (b) Explain the concept of marketing mix?
 - (c) Explain the concept of need, want and demand with the help of example.

- 4. (a) "Target market follow market-segmentation." Discuss.
 - (b) What do you understand by positioning? Explain the positioning strategies.
 - (c) Discuss the different bases of Segmentation.
 - 5. (a) What do you understand by product? How the product can be classified?
 - (b) Explain the concept of product mix with suitable example.
 - (c) What do you understand by brand name? What are the characteristics of a good brand name?
 - 6. (a) Define advertising? Explain different methods to determine the size of the advertising budget.
 - (b) Define Price? Explain different strategies of pricing.
 - (c) What do you understand by channel of distribution? Discuss various levels of channel of distribution for consumer product?
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