

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

**PAPER ID : 9117**

**Roll  
No.**

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## Int. LL.B Examination 2016-2017

(Third Semester)

### MARKETING MANAGEMENT

*Time : 3 Hours]*

*[Maximum Marks : 100*

**Note :-**Attempt all questions.

1. Attempt any four parts of the following:  $5 \times 4 = 20$ 
  - (a) What is marketing? Briefly discuss its nature and scope.
  - (b) What do you mean by marketing mix?
  - (c) What are different stages of Product Life Cycle?
  - (d) Define Brand Equity with suitable example.
  - (e) What are the factors affecting distribution channels?
  - (f) Discuss the scope of positioning with example.

*[ P. T. O.*

2. Attempt any two parts of the following:  $10 \times 2 = 20$
- Define market segmentation. Explain the various bases for segmenting market in detail.
  - What do you mean by brand equity? Explain the major brand strategy decisions.
  - Explain the stages involved in market targeting.
3. Attempt any four part of the following :  $5 \times 4 = 20$
- Explain the factors influencing pricing decision.
  - Explain the steps involved in a new product launch.
  - Define the steps involved in marketing process.
  - 'Customer is king'. Discuss.
  - Differentiate between consumer markets and Industrial markets.
  - What is consumer behaviour and its usefulness to marketer?
4. Attempt any four parts of the following :  $5 \times 4 = 20$
- Define Direct marketing with example.
  - What is segmentation and what are its process?

- Is advertising most effective tool for brand building.
  - What are the factors affecting price determination?
  - Describe sales promotion and its techniques.
  - Describe Brand Repositioning and its benefits.
5. Write short notes on any four of the following :  $5 \times 4 = 20$
- Services Marketing
  - B2B Marketing
  - CRM
  - Consumerism
  - Product Line
  - Advertisement budgets.

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