

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 2015-2016

(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) Discuss briefly with examples the scope of segmentation.
- (b) Differentiate between macro and micro environmental variables.
- (c) Discuss briefly the variables of demographic segmentation with examples.
- (d) Discuss briefly with examples the scope of positioning.
- (e) Briefly pen down the components and sub components of marketing mix?

*[ P. T. O.*

- (f) Write a short note with examples on differentiated marketing.
2. Attempt any two parts of the following :  $10 \times 2 = 20$
- (a) Define a product. What are the various view points to explain the concept of a product?
  - (b) Distinguish between a branded product and a commodity?
  - (c) Explain the various issues involved in managing brand equity.
3. Attempt any four parts of the following :  $5 \times 4 = 20$
- (a) Explain the objectives of pricing policy of a business firm
  - (b) What are the factors that affect marketing division in a marketing organization.
  - (c) Mention the four popular methods of persuading in feature of objective.
  - (d) Define a Marketing channel? What are the important formation of various channels?

- (e) What is direct marketing? Explain in brief.
  - (f) Discuss the services rendered by the wholesaler? Discuss the position of wholesalers in the modern society.
4. Attempt any four parts of the following.  $5 \times 4 = 20$
- (a) Differentiate advertising from sales promotion.
  - (b) What are the different functions of advertising? Discuss briefly.
  - (c) Describe in brief the different types of advertising media available to management in India. Outline their relative strengths and weaknesses.
  - (d) What are the components and subcomponents of promotional mix? Explain briefly.
  - (e) Explain major sales promotion tools briefly with authentic examples.
  - (f) What is a creative message? Highlight its main elements.

*[P. T. O.]*

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5. Write short notes on the following :  $5 \times 4 = 20$

- (a) Channal dynamics
- (b) Advertising budget
- (c) Product life cycle
- (d) Umbrella brand
- (e) Psychographic segmentation
- (f) Premium packs

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