

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

**PAPER ID : 9117**

Roll  
No.

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**Int. LLB. Examination 2013-2014**

**(Third Semester)**

**MARKETING MANAGEMENT**

*Time : 3 Hours]*

*[Maximum Marks :100*

**Note :-** Attempt all questions.

1. Attempt any **four** parts of the following : 5x4=20
  - (a) What is the difference between sales and marketing?  
Highlight with the help of suitable examples.
  - (b) What contributions does marketing make to the society?  
Explain.
  - (c) How might changes in the socio-cultural environment  
affect the marketing strategy?
  - (d) What is the difference between market segmentation and  
product differentiation?
  - (e) Explain why organizations need to reposition brands?
  - (f) Identify **four** different ways in which markets can be  
segmented.
  
2. Attempt any **two** parts of the following : 10x2=20
  - (a) Explain the product life cycle and identify the key  
characteristics that make up each of the stages.

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- (b) Write brief notes explaining the **two** main views about fraud equity.
- (c) Explain the difference between a durable and non durable consumer good.
3. Attempt any **four** parts of the following :  $5 \times 4 = 20$
- (a) When should you use price skimming as a pricing approach?
- (b) Describe in your own words the economic value to the customer pricing approach.
- (c) Define price, cost, quality and value in your own words.
- (d) What are the two main approaches to pricing for products and services.
- (e) Explain briefly the different levels of channel management.
- (f) Why are economy, coverage and control important when making distribution channel decisions?
4. Attempt any **two** parts of the following :  $5 \times 4 = 20$
- (a) Write brief notes explaining three types of sales promotion.
- (b) Explain the main reasons why the organisations use the direct response media.
- (c) Explain with the help of examples the advantages and disadvantages of print advertising..

- (d) Discuss briefly the different "appeals" used in advertising".
  - (e) How is personal selling an effective mode of "Promotion"? Highlight its main components.
  - (f) "Advertising involves certain ethics and issues" Highlight the economic and social issues involved with advertising.
5. Write short notes on any **four** parts of the following :
- 5x4=20
- (a) Sampling (free samples).
  - (b) Contests and Sweepstakes.
  - (c) Creative strategy in advertising.
  - (d) Brand extensions.
  - (e) Packaging.
  - (f) Direct marketing.

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