

Q.P. Code : 25224

**First Semester B.Voc. Degree Examination,
November/December 2019**

(CBCS – Freshers & Repeaters – 2016-17 and onwards)

Retail Management

Paper 1.4 – MARKETING MANAGEMENT

Time : 3 Hours]

[Max. Marks : 70

Instructions to Candidates : Answers in English only.

SECTION – A

Answer any **FIVE** of the following questions. Each question carries **2** marks :
(5 × 2 = 10)

1. (a) What is meant by Market Segmentation?
- (b) Give the meaning of Green Marketing.
- (c) What is Customer Relationship Management?
- (d) What is Personal Selling?
- (e) What is a Product Life Cycle?
- (f) What is Physical Distribution?
- (g) Give the meaning of Tele Marketing.

SECTION – B

Answer any **THREE** questions. Each question carries **6** marks : **(3 × 6 = 18)**

2. Briefly discuss the requisites of sound Market Segmentation.
3. State the advantages of Relationship Marketing.
4. Analyze the reasons for the failure of new products in the market.
5. State the types of Marketing Channels.
6. What are the advantages of Branding?

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SECTION - C

Answer any **THREE** questions. Each question carries **14** marks : **(3 × 14 = 42)**

7. Discuss the stages of a Product Life Cycle.
 8. Explain the factors influencing Consumer Behaviour.
 9. Explain the approaches to the study of Marketing.
 10. What are the advantages and disadvantages of Advertisement?
 11. Explain the functions of Marketing.
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