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Reg. No.

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I Semester B.Voc. Degree Examination, August - 2021

RETAIL MANAGEMENT

Marketing Management

(CBCS Scheme 2018-19 & Onwards Freshers and Repeaters)

Paper : 1.4

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer **all** sections. Answers should be written in English only.

SECTION - A

1. Answer any **Five** of the following questions. Each carries **2** marks. (5×2=10)
- What is Marketing?
 - Give the meaning of consumer Behaviour.
 - What is Market segmentation?
 - State any two goals of Marketing.
 - What is Tele-Marketing?
 - What is a product life cycle?
 - Mention the methods of pricing.

SECTION - B

Answer any **Three** of the following questions. Each carries **6** marks. (3×6=18)

- What are the advantages of Market segmentation?
- Analyse the reasons for the failure of a New product in the market.
- Briefly explain the approaches to the study of marketing.
- Briefly discuss the role of customer Relationship management.
- State the features of a product.

[P.T.O.]



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SECTION - C

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Answer any **Three** of the following questions. Each carries **14** marks. (3×14=42)

7. Explain Micro and Macro Marketing Environment.
 8. Explain the steps involved in the New product Development Process.
 9. Discuss the stages of a product life cycle.
 10. What are the advantages and disadvantages of Advertisement.
 11. What are the factors influencing pricing decisions.
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