



**KERALA AGRICULTURAL UNIVERSITY**  
**B.Sc. (Hons.) C&B 2017 and previous admission**  
**IV Semester Final Examination- July-2019**

Mmgt.2206

**Marketing Management (1+1)**

**Marks: 50**  
**Time: 2 hours**

**I Fill in the blanks (10x1=10)**

- 1 ..... is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.
- 2 ..... pricing involves company in deciding how to price its products to customers located in different parts of the country.
- 3 ..... is a non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.
- 4 ..... is usually the first data set analyzed by a company about a specific market.
- 5 ..... is an excellent way to communicate sophistication, class and value.

**State True or False**

- 6 Product mix is also known as product assortment.
- 7 Consumer concept is not sufficient for the manufacturer to made the goods and wait for the customers.
- 8 Environmental scanning is the process of continually acquiring information on events occurring outside the organization to identify and interpret potential trends.
- 9 Retailing includes all activities in selling goods or services directly to final customers for personal and nonbusiness use.
- 10 Relationship marketing is a strategy designed to foster customer loyalty, interaction and long-term engagement.

**II Write short notes on ANY FIVE of the following (5x2=10)**

- 1 Sales promotion.
- 2 Channel of distribution.
- 3 Market segmentation.
- 4 Target marketing.
- 5 Packaging.
- 6 Social marketing.
- 7 Promotion.

**III Answer ANY FIVE of the following (5x4=20)**

- 1 Various functions of modern marketing management.
- 2 Describe the promotion mix.
- 3 Channel management decision.
- 4 Micro Vs Macro marketing environment.

- 5 Marketing mix.
- 6 Marketing research.
- 7 What challenges does a company face when developing new products?

**IV Write an essay on ANY ONE of the following (1x10=10)**

- 1 Different approaches a marketer could adopt when designing a physical distribution system.
- 2 What is meant by product life cycle? How does it affect the pricing decision?

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