

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025**  
**2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY**  
**B. VOC F.P.T SEMESTER IV - GENERAL**  
**VFPT4G10B18 - Marketing Management**

Time : 3 Hours

Maximum Marks : 80

**Part A**

**I. Answer any Ten questions. Each question carries 2 marks****(10x2=20)**

1. State the meaning of a perfect market.
2. Define the marketing concept.
3. Recall the term merchandising.
4. Define consumer behavior.
5. What is a reference group?
6. List down the advantages of test marketing.
7. Define product and explain its features.
8. List down the characteristics of a good brand.
9. State the meaning of competition-oriented pricing strategy.
10. List down the elements of a logistics mix.
11. What are the elements of wholesale distribution?
12. What do you mean by the partnership or affiliate marketing?

**Part B**

**II. Answer any Six questions. Each question carries 5 marks****(6x5=30)**

13. Explain the factors influencing the marketing mix.
14. Evaluate the functions of marketing management.
15. Explain the features of segmentation.
16. Summarize the features of consumer behaviour.
17. Define market and explain its features.
18. Differentiate between a good and service.
19. Evaluate the factors to be considered in new product development.
20. Describe the different conflict resolution strategies.
21. Explain the concept of viral marketing.

**Part C**

**III. Answer any Two questions. Each question carries 15 marks****(2x15=30)**

22. Detail the different types of market.
23. Evaluate the different bases for segmentation or different types of segmentation used in business with examples.
24. Detail the importance of pricing as well as the different factors influencing pricing.
25. Explain in detail the concept of E-marketing.