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Register Number:

Name of the Candidate:

**B.B.S/B.Com. (BUSINESS STUDIES) DEGREE EXAMINATION,
May 2015**

(SECOND YEAR)

630: FUNDAMENTALS OF MARKETING MANAGEMENT

(Old Regulation)

Time: Three hours

Maximum: 100 marks

Answer any FIVE questions

(5×20=100)

1. Define Marketing. Describe the various functions of Marketing.
2. What is meant by consumer behaviour? State the determinants of buyer behaviour.
3. What is meant by product? Discuss the stages in the Product Life Cycle.
4. Define Packaging. Explain the importance , Pros and Cons of Packaging.
5. Define retailers. Explain their functions in the distribution channels.
6. Comment on the role of distribution channels in marketing and distribution.
7. Explain reasons and advantages of pricing strategies followed by the firms.
8. Describe the various Internal and external forces that influences the pricing strategy of a firm.
9. What is meant by promotion mix? What are the objectives of promotion mix in the organisation.
10. Define Advertising. What are the strengths and weakness of advertising?
