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K – 4798

Reg. No. :

Name :

Third Semester M.A. Degree Examination, February 2021

Business Economics

BE 231 : MARKETING THEORY AND PRACTICE

(2016 Admission onwards)

Time : 3 Hours

Max. Marks : 75

PART – I

Answer **all** questions from this part. Explain in a sentence or **Two**. Each question carries 1 mark :

1. Marketing Management
2. Social marketing
3. Customer satisfaction
4. Product diversification
5. Line decisions
6. Direct marketing
7. Consumer behaviour
8. Labeling
9. Digital Marketing
10. Personal selling.

(10 × 1 = 10 Marks)

P.T.O.



PART – II

Answer **any seven** questions. Each answer should not exceed 500 words. Each question carries 5 marks.

11. Explain the concept of customer relationship marketing.
12. What is meant by Consumer research? Explain.
13. What is wholesaling? What are the functions of wholesalers?
14. Explain the different basis of market segmentation.
15. Examine the factors which influence channel choice.
16. Briefly describe four brand differentiation strategies.
17. Describe the Positioning strategies.
18. What are the objectives of marketing logistics? Explain.
19. Describe the four stages for Product Life Cycle.
20. Discuss the objectives of marketing communication.

(7 × 5 = 35 Marks)

PART – III

Answer **any three** questions. Each answer should not exceed 1200 words. Each question carries **10** marks.

21. Discuss the role of CRM in marketing. Describe the advantages and disadvantages of CRM.
22. Elaborate on the new product development process. Why do new products fail?
23. What are the various sales promotion methods? Explain.
24. Explain the different pricing policies and strategies adopted by business firms.
25. Explain the meaning and functions of marketing channel system.

(3 × 10 = 30 Marks)

