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BIDIDC 351

**Credit Based V Semester Equivalent Subject for VI Semester B.Sc.
(ID and D) Examination, September 2022
(2015 – 16 and Earlier Batches)
MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

PART – A

I. Answer **any 3** questions.

(12×3=36)

- 1) Explain Marketing mix.
- 2) Nature and scope of marketing.
- 3) Explain distribution channel and factors affecting choice of a distribution channel.
- 4) Explain importance of rural marketing and its nature and scope.

PART – B

II. Answer **any 4** questions.

(6×4=24)

- 5) Elements of product mix.
- 6) Product life cycle.
- 7) Selling v/s Marketing.
- 8) Difference between Services and Goods marketing.
- 9) Explain targeting and positioning in services marketing.

PART – C

III. Answer **any 4** questions.

(5×4=20)

- 10) Service market segmentation.
 - 11) Segmenting rural markets.
 - 12) Meaning and tools of sales promotion.
 - 13) Promotion mix.
 - 14) Attitude and buying behaviour in rural marketing.
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