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**BIDIDC 358**

**Credit Based VI Semester B.Sc. (ID & D) Examination, September 2022  
(2016 – 17 Batch Onwards)  
MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

**PART – A**

Answer **any two** of the following.

**(2×15=30)**

1. Define product and explain with a diagram product life cycle.
2. Define channels and explain its importance and functions of channels of distribution.
3. What is packing and packaging ? Describe the advantages of packaging.

**PART – B**

Answer **any three** of the following.

**(3×10=30)**

4. Describe the factors affecting the price of a product.
5. Define consumer goods and explain the characteristics of consumer goods.
6. Define product mix and explain the factors determining the product mix.
7. Define labelling and explain its functions and advantages.

**PART – C**

Answer **any four** of the following.

**(4×5=20)**

8. Industrial goods.
  9. Rural marketing.
  10. Advertising.
  11. Branding.
  12. Market segmentation.
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