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| **Description: col LOGO outlineST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27** | | | |
| **IV SEMESTER** | | | |
| **END SEMESTER EXAMINATION: April 2018**  **CBCS (BCOE4216): Marketing Management** | | | |
| **Time-** |  | **Max Marks-35** |  |
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**Section A**

1. **Answer any five of the following. 2x5=10**
2. Define Marketing?
3. State the elements of Marketing mix.
4. Give the meaning of Branding?
5. What do you mean by Skimming pricing?
6. Write any four functions of marketing.
7. What is packaging? State two merits.
8. What is Channel of distribution. Give any two advantages.

**Section B**

1. **Answer any One of the following: 5x1=5**
2. Explain the difference between Marketing and selling.
3. Explain the product life cycle stages with a neat diagram.

**Section C**

1. **Answer any One of the following: 10x1=10**
2. Explain the steps in new product development stage with suitable example.
3. What is Promotion. Explain the various promotion mix with examples.

**Section D**

1. **Answer the following (Compulsory Question) 1x10=10**
2. Design a Marketing Mix for the following products. Justify your answer. ( Make Assumptions wherever necessary).
3. Portable MP3 player
4. Branded wheat Flour ( Atta )
5. Mobile phone