



**SAINTGITS COLLEGE OF APPLIED SCIENCES  
KOTTAYAM, KERALA**

**SAINTGITS**  
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**First Internal Examination, September 2023**

**Department of Commerce, Semester 3**

**MARKETING MANAGEMENT**

**Total: 40 marks**

**Time: 1.5 hours**

**Section A**

*Answer any 5 questions. Each question carries 2 marks.*

1. Differentiate between marketing and selling
2. Define Marketing management.
3. Outline Holistic marketing concept.
4. List any 2 reasons for failure of new product.
5. What is trading up and trading down strategy?
6. What are convenience products ?

**(5 x 2 = 10 Marks)**

**Section B**

*Answer any 3 questions. Each question carries 5 marks.*

7. Summarise the concept of marketing mix?
8. Define marketing and describe its functions.
9. Branding , packaging and labelling are inter related marketing functions . Comment
10. Elucidate Product life cycle.

**(3 x 5 = 15 Marks)**

**Section C**

*Answer any 1 question. The question carries 15 marks*

11. Elucidate the segmentation , targeting and positioning strategies ?
12. Briefly explain the stages in new product development.

**(1 X 15 = 15 Marks)**



*[Scan QR code for Answer Key]*