

Third Semester FYUGP Degree (Reg) Examination**NOVEMBER 2025****KU3DSCCOM202 - MARKETING MANAGEMENT**

2024 Admission onwards

Time : 2 hours

Maximum Marks : 70

Section A**Answer any 6 questions. Each carries 3 marks.**

1. What is meant by wholesaling?
2. What is meant by distribution?
3. What do you mean by far or remote environment?
4. List out the geographic factors considered for market segmentation.
5. Define Consumer Buying Behaviour.
6. What do you mean by distribution?
7. What is marketing concept?
8. What do you mean by Retailing?

Section B**Answer any 4 questions. Each carries 6 marks.**

9. Explain the criteria based on which the segments are evaluated.
10. What are the stages in target market selection?
11. What are the economic factors affecting consumer behaviour?
12. What are the modern approaches to marketing?
13. How is artificial intelligence (AI) transforming marketing practices?
14. Explain the role of social media in shaping recent marketing trends.

Section C**Answer any 2 questions. Each carries 14 marks.**

15. Discuss the various elements of marketing mix and its importance.
16. Analyse the factors influencing pricing.
17. Analyze the merits and demerits of wholesaling. Explain how it differs from retailing.