

15U443

(Pages:2)

Name: .....

Reg.No. ....

**FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, MAY 2017**

(CUCBCSS - UG)

**CC15U BB4 B05 - MARKETING MANAGEMENT**

(Core Course)

(2015 Admission)

Time: Three Hours

Maximum: 80 Marks

**Part A**

**Answer all the questions, each carries 1 mark**

**Fill in the blanks**

1. .... product is the formal product plus the various services accompanying it.
2. The registered brand is called .....
3. .... motives are those motives that determine where or from whom to purchase.
4. Modern marketing begins and ends with .....
5. The strategy of using as many outlet as possible is called .....

**True or False (1 mark each)**

6. Sales promotion is a short term promotion tool.
7. Branding is a facilitating function.
8. Segmentation is essential for target marketing.
9. Advertisement is called printed salesmanship.
10. Emergency goods are those goods which are purchased without any planning or searching.

**(10x1=10 Marks)**

**Part B**

**Answer any eight questions. Each carries 2 marks.**

11. Define marketing.
12. What is marketing environment?
13. What is Product Differentiation?
14. Define services.
15. What is market segmentation?
16. What do you mean by cognitive dissonance?
17. Define Branding.

18. Define Discount stores.
19. What is sales promotion?
20. What are advertisement media?

(8x2=16 Marks)

**Part C**

**Answer any six questions. Each carries 4 marks.**

21. What are the characteristics of a good brand?
22. Distinguish between Marketing and Selling.
23. What are the factors affecting pricing decision?
24. Explain the bases for market segmentation.
25. What is marketing mix? Explain its elements.
26. What are the factors to be considered while selecting a channel of distribution?
27. Explain legal and ethical aspect of advertising.
28. Explain promotion mix in Marketing.

(6x4=24 Marks)

**Part D**

**Answer any two questions, each carries 15 marks.**

29. What is Product Life cycle? Explain its different stages? What are its Advantages and Limitations?
30. Explain the functions and scope of marketing.
31. What do you mean by channel of distribution? What channel of distribution would you institute for marketing the following: (a) soap (b) computer stationery (c) textile (d) motor car? State reasons in support of your answer.

(2x15=30 Marks)

\*\*\*\*\*