SECOND SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2020

(CBCSS - UG)

CC19U BBA2 B03 : MARKETING MANAGMENT

(BBA - Core Course)

(2019 Admission - Regular)

Time: 2.5 Hrs   Max. Marks: 80

Credit: 4

Section - A

I. Short answer questions. Each question carries 2 marks.

1. Distinguish between need and want.

2. Define marketing management.

3. Name the elements of marketing mix.

4. Distinguish between consumer and customer.

5. What are learned motives?

6. Define product mix?

7. What is packaging?

8. Define trade mark.

9. What is price?

10. What are advertisement media?

11. Define salesmanship?

12. What is sales promotion?

13. What do you mean by AIDAS formula?

14. Define distribution.

15. Who are middlemen in the channel of distribution?

(Ceiling: 25 Marks)

Section - B

II. Paragraph questions. Each question carries 5 marks

16. State the role of marketing in modern business.

17. What are the steps in startegic marketing plan?

18. What is the importance of target marketing?

19. What is price policy?How does it differ from price strategy?

20. What is cost plus pricing?Explain its merits and demerits?

21. What are the steps in personal selling or selling process?

22. State the importance of public relations.

23. Explain the different types of discount stores?

(Ceiling: 35 Marks)

Section - C

III. Essay questions. Answer any two questions.

24. Define marketing segmentation.What is its importance?Explain the various steps involved in market segmentation.

25. Discuss briefly the various marketing strategies in different stages of PLC.

26. What is the role of advertisement in promotional strategy?What are the objections againsyt advertising?

27. Given below is a list of products What kind of channel (direct or indirect) would you recommend for each and why? A.) soap b) computer stationary c) engineering books d)industrial lubricants d)textile machines e) motor cars

(2 × 10 = 20 Marks)

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