

18U446

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Name:

Reg. No.

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

(CUCBCSS - UG)

(Regular/Supplementary/Improvement)

CC15U BB4 B05 - MARKETING MANAGEMENT

(Core Course)

(2015 Admission onwards)

Time: Three Hours

Maximum: 80 Marks

Part A

Answer *all* questions. Each question carries 1 mark.

Choose the correct answer:

1. Warehousing creates _____ Utility
(a) Place Utility (b) Time Utility (c) Possession Utility (d) None of these
2. Which of the following is not included in the functions of physical supply a
(a) standardization (b) transportation (c) storage (d) packaging
3. Which of the following is not a stage in PLC
(a) introduction (b) activation (d) maturity (d) saturation
4. Rural Consumers are _____
(a) Price sensitive (b) Less price sensitive (c) Not Flexible (d) None of these
5. _____ is called printed salesmanship
(a) Publicity (b) personal selling (c) advertisement (d) none of these

Fill in the blanks:

6. The concept of marketing mix was developed by _____
7. When a buyer decides to buy without much logical thinking, his decision is said to be a _____
8. The negative feeling which arises after purchase causing inner tension is called _____
9. A price reduction to buyers who pay their bills promptly is called _____
10. The best channel of distribution for vacuum cleaner is _____

(10 x 1 = 10 Marks)

Part B

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

11. Define marketing.
12. What is penetration pricing?

13. What is niche marketing?
14. What is product mix?
15. What is marketing myopia?
16. What is a super market?
17. What is MLM?
18. What is USP?
19. What test marketing?
20. What is product positioning?

(8 x 2 = 16 Marks)

Part C

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

21. What are the different types of buying motives?
22. Write a short note on
 - a) Packaging
 - b) Shopping goods
 - c) Brand loyalty
 - d) Pricing
23. Define branding. What are the advantages of branding?
24. What are the factors influencing the choice of a distribution channel?
25. What is marketing mix? What are the elements of marketing mix?
26. What are the steps involved in buying decision process?
27. Distinguish between wholesaler and retailer.
28. Are middlemen necessary in modern marketing. Explain.

(6 x 4 = 24 Marks)

Part D

Answer any *two* questions. Each question carries 15 marks.

29. What is market segmentation? What are the bases of market segmentation?
30. Explain Product Life Cycle.
31. What is sales promotion? Explain different kinds of sales promotion.

(2 x 15 = 30 Marks)
