

**23U223**

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Name: .....

Reg.No: .....

**SECOND SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2024**

(CBCSS - UG)

(Regular/Supplementary/Improvement)

**CC19U BBA2 B03 - MARKETING MANAGMENT**

(B.B.A. - Core Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

**Part A** (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. Define marketing concept.
2. Define marketing management.
3. Name the elements of marketing mix.
4. Define market segmentation.
5. What is differentiated marketing?
6. What is a formal product?
7. What is the difference between brand mark and trade mark?
8. Define geographical pricing.
9. What is cost plus pricing?
10. What do you mean by promotion mix?
11. What is direct mail advertising?
12. What is USP?
13. What is sales promotion?
14. What is distribution mix?
15. Who are category killers?

**(Ceiling: 25 Marks)**

**Part B** (Paragraph questions)

Answer *all* questions. Each question carries 5 marks.

16. State the role of marketing in modern business.

17. What are the steps in strategic marketing plan?
18. Distinguish between consumer and buyer.
19. What marketing strategy do you suggest during decline stage?
20. What are the requisites of a good packaging?
21. Advertising is nothing but salesmanship in print. Explain.
22. Discuss the various kinds of sales promotion.
23. Discuss the role of intermediaries in distribution.

**(Ceiling: 35 Marks)**

**Part C (Essay questions)**

Answer any *two* questions. Each question carries 10 marks.

24. What are buying motives? What are the different types of buying motives?
25. Define price policy. Discuss the objectives and importance of pricing.
26. Define publicity. What is its importance? Discuss the various tools used in publicity.
27. What do you understand by channels of distribution? What are the different types of distribution channels? Discuss their functions.

**(2 × 10 = 20 Marks)**

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