

24U158

(Pages: 2)

Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

(FYUGP)

CC24U BBA1 CJ102 - MARKETING MANAGEMENT

(BBA - Major Course)

(2024 Admission - Regular)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

Answer *all* questions. Each question carries 3 marks.

1. Compare and contrast the Selling Concept with the Marketing Concept. [Level:4] [CO1]
2. What is meant by "Cash Cows" in the BCG matrix? [Level:1] [CO1]
3. What role does customer needs assessment play in Marketing? [Level:1] [CO1]
4. Explain how differentiation can lead to the creation of niche markets. [Level:2] [CO2]
5. Discuss how competitive analysis influences positioning decisions for a brand. [Level:2] [CO2]
6. Discuss the three levels of market segmentation and how they differ from each other. [Level:2] [CO2]
7. Explain what is sweepstakes and demonstration. [Level:2] [CO3]
8. Analyze a recent pricing strategy implemented by a popular brand and apply the principles of pricing decisions to evaluate its effectiveness. [Level:4] [CO3]
9. Explain any two factors affecting pricing of a product. [Level:2] [CO3]
10. Define digital Marketing. [Level:1] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Explain how changes in social demographics affect market segmentation and targeting. [Level:2] [CO1]
12. Discuss the difference between marketing and selling with examples. [Level:2] [CO1]
13. Discuss the challenges that businesses face in creating and maintaining a strong market position in a competitive landscape. [Level:2] [CO2]

14. Discuss the role of information search in the consumer buying decision process and how it affects the final purchase decision. [Level:2] [CO2]
15. Apply product classification concepts to evaluate how a company like Apple markets its products differently compared to a budget smartphone brand. [Level:3] [CO3]
16. Discuss the role of intermediaries in the distribution process. [Level:2] [CO3]
17. What are the advantages of affiliate marketing? [Level:1] [CO4]
18. Describe the role of customer involvement in the consumption process for services and how it differs from the purchase of products. [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

19. Discuss the advantages and disadvantages of undifferentiated targeting and provide examples of companies that successfully use this strategy. [Level:2] [CO2]
20. Analyze the significance of customer feedback during the product life cycle and how it can inform decisions related to product modifications and marketing strategies. [Level:3] [CO3]

(1 × 10 = 10 Marks)
