

25U149

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Name :

Reg. No :

FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UBBA1CJ102 - MARKETING MANAGEMENT

(B.B.A. - Major Course)

(2024 Admission onwards)

Time: 2.0 Hours

Maximum: 70 Marks

Credit: 4

Part A (Short answer questions)

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

1. Explain the primary focus of Marketing. [Level:2] [CO1]
2. How does the Legal Environment influence marketing practices? [Level:2] [CO1]
3. Discuss the concept of "Question Marks" in the BCG matrix. [Level:2] [CO1]
4. Describe geographic segmentation and its importance for businesses targeting specific regions. [Level:2] [CO2]
5. Explain the importance of clarity and consistency in a brand's positioning statement. [Level:2] [CO2]
6. Discuss the implications of selecting an inappropriate targeting strategy on marketing effectiveness. [Level:2] [CO2]
7. Explain intensive distribution. [Level:2] [CO3]
8. Discuss how changes in consumer behavior can lead to adjustments in the promotion mix. [Level:2] [CO3]
9. Apply the definition of a product to a specific item you recently purchased and explain its key features. [Level:3] [CO3]
10. What do you mean by Chat bot? How it is helpful in marketing. [Level:2] [CO4]

(Ceiling: 24 Marks)

Part B (Paragraph questions/Problem)

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

11. How does the production concept prioritize operational efficiency over customer desires? [Level:2] [CO1]

12. Illustrate the scope of marketing in modern business environments. [Level:2] [CO1]

13. Discuss the role of marketing communication in conveying the unique benefits of differentiated products or services. [Level:2] [CO2]

14. Discuss the impact of customer perceptions and experiences on shaping effective positioning strategies for brands. [Level:2] [CO2]

15. Assess the role of customer feedback in shaping product modifications during the product life cycle, using a case study of a well-known brand. [Level:3] [CO3]

16. Distinguish between publicity and public relation. [Level:2] [CO3]

17. Explain the different ways in which artificial intelligence can be applied in marketing. [Level:2] [CO4]

18. Explain how branding strategies for products and services differ, focusing on the unique challenges faced in marketing each. [Level:2] [CO4]

(Ceiling: 36 Marks)

Part C (Essay questions)

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

19. Explain consumer buying decision process. What are the various steps involved in buying decision process? [Level:2] [CO2]

20. Analyze how a specific company in the automotive industry determines its pricing decisions, taking into account the meaning and definitions of pricing, along with key determinants such as cost, demand, and competition. [Level:3] [CO3]

(1 × 10 = 10 Marks)
