

25U224S

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Name:

Reg.No:

SECOND SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2026

(CBCSS - UG)

CC19UBBA2B03 - MARKETING MANAGMENT

(Commerce - Core Course)

(2019 to 2023 Admissions - Supplementary)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

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

1. What are facilitating functions
2. Name the elements of marketing mix
3. What is customer delight?
4. What are inherent motives
5. What is customer value hierarchy?
6. What is packaging?
7. What is brand loyalty?
8. Distinguish between pricing policy and pricing strategy.
9. What is cost plus pricing?
10. What do you mean by outdoor advertising?
11. What is advertising appeal?
12. What is sales promotion?
13. What do you understand by buy back allowances?
14. What is exclusive distribution?
15. What are retail formats?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. Explain the evolution of marketing concept.
17. Why and how are markets segmented? Is segmentation always necessary.

18. Explain briefly the steps in new product development.
19. What are the objectives of pricing policy?
20. What are the elements of promotion mix?
21. Advertisement is wasteful. Do you agree?
22. Discuss the role of a salesman in a selling process.
23. Define distribution. What is the importance of distribution?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Define product positioning. What are the techniques of product positioning?
25. Discuss briefly the various marketing strategies in different stages of PLC.
26. Define public relations. What is its importance? Discuss the various tools used in PR.
27. What do you understand by channels of distribution? What are the different types of distribution channels? Discuss their functions.

(2 × 10 = 20 Marks)
