

16U443

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Name:

Reg. No.....

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2018

(Regular/Supplementary/Improvement)

(CUCBCSS-UG)

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. When consumer decides to buy without much logical thinking, his decision is said to be
(a) Emotional (b) Rational (c) Learned (d) Inherent
2. is the marketing and financial value associated with a brand's strength in a market.
(a) Brand loyalty (b) Brand cohorts (c) Brand Equity (d) Brand Awareness
3. is a paid form of communication by an identified sponsor.
(a) Sales promotion (b) Advertisement (c) Personal selling (d) Publicity
4. is called shopping by post.
(a) POP (b) Direct marketing (c) Kiosk Marketing (d) MOB
5. Which is the retailer who has no fixed place of business?
(a) Hawkers (b) Street stall holders (c) Multiple shops (d) Specialty stores

Fill in the blanks:

6. In Marketing concept, business firms have to adopt socially responsible marketing policies in order to assure social welfare in addition to customer welfare.
7. A is an intangible product involving a deed, a performance or an effort that cannot be stored or physically possessed.
8. is the practice of charging low price from the beginning to stimulate the growth of the market.
9. is the process of contacting the prospective buyers personally and persuading them to buy the products.
10. Expand USP.

(10 x 1 = 10 Marks)

Part B

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

11. Define marketing mix.
12. What are the characteristics of services?
13. What is product line?
14. Differentiate between institutional buyers and ultimate consumers.
15. Explain the functions of packaging.
16. Differentiate between brand and trade mark.
17. What is skimming price policies?
18. What is an advertisement copy?
19. Differentiate between sales promotion and advertisement.
20. What is length of a channel?

(8 x 2 = 16 Marks)

Part C

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

21. Briefly explain different types of marketing environment.
22. State different types of consumer behavior.
23. What are the economic factors affects the consumer buying behavior?
24. How can we classify consumer goods?
25. Discuss the various pricing strategies adopted by marketers.
26. Explain the factors effecting promotion mix.
27. What are the factors influencing choice of distribution channel?
28. Briefly explain the elements of promotion mix.

(6 x 4 = 24 Marks)

Part D

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

29. Define market segmentation. Why and how are market segmented? Is segmentation always necessary?
30. Define product life cycle. Explain the various phases of product life cycle. Discuss the importance of the concept.
31. Explain the various sales promotion methods undertaken at consumer's level and dealer's level.

(2 x 15 = 30 Marks)
