

16U453

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Name:

Reg. No.....

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2019

(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.

1. Marketing is a -----process.
(a) goal oriented (b) social (c) exchange process (d) all of these
2. Which of the following function is not included in the function of Physical supply?
(a) standardization (b) transportation (c) storage (d) packaging
3. The way a product is defined by consumers on important attribute is called -----
(a) Position (b) Segment (c) Target (d) Strategy
4. After sale service is a part of -----
(a) core product (b) augmented product
(c) tangible product (d) none of these
5. A brand created and owned by the producer of a product or service is called
(a) private brand (b) manufacturer's brand
(c) store brand (d) license brand

Fill in the blanks:

6. The strategy of using as many outlet as possible is known as -----
7. There are ----- elements of promotion mix.
8. ----- simply refers to product planning.
9. The negative feeling which arises after purchases causing inner tension is known as -----
10. ----- is the most effective tool for increasing sale.

(10 x 1 = 10 Marks)

Part B

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

11. What is the difference between trade mark and brand mark?
12. What is guarantee?
13. Define kiosk marketing.
14. Define marketing.
15. Define market segmentation.
16. What is market targeting?
17. Define personal selling.
18. What is price discrimination?
19. Define psychological pricing.
20. What is AIDAS formula?

(8 x 2 = 16 Marks)

Part C

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

21. What is public relation? What are its features?
22. "Advertisement is wasteful". Do you agree?
23. Explain the utility and limitations of product life cycle.
24. Mention various pricing strategies.
25. What is the importance of target marketing?
26. What are the advantages of branding?
27. What is the importance or advantages of Market segmentation?
28. What are the features of modern concept of marketing?

(6 x 4 = 24 Marks)

Part C

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

29. Discuss the major obstacles in the development of marketing in India.
30. What is product development? Describe briefly the steps involved in the process of new product development?
31. "Advertisement brings long term benefits but sales promotion brings quick results". Discuss.

(2 x 15 = 30 Marks)
