

20U220A

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Name:

Reg.No:

SECOND SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2021

(CBCSS - UG)

(Regular/Supplementary/Improvement)

CC19U BBA2 B03 - MARKETING MANAGMENT

(BBA - Core Course)

(2019 Admission onwards)

Time : 2.5 Hours

Maximum : 80 Marks

Credit : 4

Part A (Short answer questions)

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

1. Define marketing concept.
2. Define marketing management.
3. Name the elements of marketing mix.
4. What is customer delight?
5. What are inherent motives?
6. Define product life cycle.
7. What is packaging?
8. Define brand mark.
9. What is meant by mark up pricing?
10. What do you mean by promotion mix?
11. What is USP?
12. What is publicity?
13. What do you understand by buy back allowances?

14. Define distribution.
15. What is selective distribution?

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. State the role of marketing in modern business.
17. What are the steps in strategic marketing plan?
18. Why and how are markets segmented? Is segmentation always necessary.
19. How do you classify industrial goods?
20. What is price policy? How does it differ from price strategy?
21. Advertising is nothing but salesmanship in print. Explain.
22. What are the factors to be considered while selecting advertising medium?
23. What are the features of department stores?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Define product positioning. What are the techniques of product positioning?
25. What are the factors or principles affecting pricing decisions?
26. Discuss the legal and ethical aspects of advertising.
27. What are the factors to be considered while selecting a suitable channel of distribution?

(2 × 10 = 20 Marks)
