

**19U455S**

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Name: .....

Reg. No.....

**FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2021**

(CUCBCSS - UG)

**CC15U BB4 B05 - MARKETING MANAGEMENT**

(Core Course)

(2015 to 2018 Admission – Supplementary/Improvement)

Time: Three Hours

Maximum: 80 Marks

**PART A**

Answer *all* questions. Each question carries 1 mark.

1. ----- guides the development of advertisements and personal sales presentations.  
a) AIEA                      b) AMA                      c) AIDA                      d) AICA
2. Risk bearing is a function of -----  
a) Research                      b) Exchange                      c) Physical supply                      d) Facilitating
3. Trade mark is a -----  
a) Name                      b) Registered brand                      c) Symbol                      d) Design
4. Departmental store is an example of -----  
a) Second hand goods seller                      b) Large scale retailer  
c) Multiple shop                      d) Retailer
5. The negative feeling which arises after purchase causing inner tension is known as -----  
a) Cognitive dissonance                      b) Post purchase dissonance  
c) Buyer's remorse                      d) All of these

Fill in the blanks:

6. ----- is called shopping by post
7. A product with the eco mark is a ----- product.
8. A person who purchases a product or service either for his own consumption or for others is known as -----
9. Identifying and providing different marketing mix for each of the segments is known as -----
10. The act of creating an image about a product or brand in the consumers mind is known as -----

**(10 × 1 = 10 Marks)**

## **PART B**

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

11. What is product mix?
12. What is advertising?
13. What is service marketing?
14. State the difference between consumer and industrial goods.
15. What is POP display?
16. State the qualities of a good salesman.
17. What is market segmentation?
18. What is trading up?
19. Define marketing.
20. What is price bundling?

**(8 × 2 = 16 Marks)**

## **PART C**

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

21. Explain the stages of Product Life Cycle.
22. State the differences between push mix and pull mix
23. What is sales promotion? Explain different methods of sales promotion.
24. What is media planning and scheduling?
25. Explain the factors affecting the pricing decision in an organization.
26. Write a short note on:           a) hyper market           b) Supermarket
27. Explain electronic retailing.
28. Are middlemen necessary in your opinion.

**(6 × 4 = 24 Marks)**

## **PART D**

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

29. What is market segmentation? What are the bases of market segmentation?
30. Explain the modern marketing mix.
31. “Advertisement is the exaggeration of facts” comment.

**(2 × 15 = 30 Marks)**

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