

21U223

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Name:

Reg.No:

SECOND SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2022

(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. What is holistic marketing concept?
2. Define marketing management.
3. Name the elements of marketing mix.
4. What are the two types of buying motives?
5. What is differentiated marketing?
6. What are shopping goods?
7. What is the difference between brand mark and trade mark?
8. What is penetration pricing?
9. What is going rate pricing?
10. Define promotion.
11. What is scientific advertising?
12. Define personal selling.
13. What is publicity?
14. Who is a retailer?
15. Define convenience stores.

(Ceiling: 25 Marks)

Part B (Paragraph questions)

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

16. State the role of marketing in modern business.
17. What are the steps in strategic marketing plan?
18. What is the importance of the study of consumer behaviour?
19. Define product life cycle. Discuss briefly the various stages of product life cycle.
20. What is the importance of pricing?
21. What are the factors to be considered while selecting advertising medium?
22. Discuss the role of a salesman in a selling process.
23. What are the stages of distribution?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. Define marketing segmentation. What is its importance? Explain the various steps involved in market segmentation.
25. What is product development? Discuss briefly the steps involved in the process of new product development.
26. Define promotion mix. Discuss various sales promotion methods.
27. Given below is a list of products. What kind of channel (direct or indirect) would you recommend for each and why? a) soap b) computer stationary c) engineering books d) industrial lubricants d) textile machines e) motor cars

(2 × 10 = 20 Marks)
