

22U223

(Pages: 2)

Name:

Reg.No:

SECOND SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2023

(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. What are facilitating functions?
3. Define marketing mix.
4. Distinguish between consumer and customer.
5. What is differentiated marketing?
6. What is a core product?
7. What is product planning?
8. What is price?
9. What is administered pricing?
10. What do you mean by promotion mix?
11. What do you mean by outdoor advertising?
12. What is advertising appeal?
13. Define personal selling.
14. What is physical distribution?
15. Who are merchant middlemen?

(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 startegic marketing plan?

18. What are the different patterns of market segmentation?
19. Explain briefly the functions(reasons or objectives) performed by branding.
20. What is the importance of break even pricing?
21. Advertisement sells the product. Do you agree?
22. State the importance of public relations.
23. Define distribution .What is the importance of distribution?

(Ceiling: 35 Marks)

Part C (Essay questions)

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

24. What are buying motives? What are the different types of buying motives?
25. Define product life cycle and explain the importance of Product life Cycle concept.Explain the various phases of product life cycle.
26. Define promotion mix. Discuss various sales promotion methods.
27. Define supermarket. Discuss advantages and disadvantages.

(2 × 10 = 20 Marks)
