



Reg. No. :195-12825005.....

Name :Aju.....

Second Semester B.B.A. Degree Examination, July 2013
(Career Related FDP Under CBCSS) (Group 2(b))
Core Course : MARKETING MANAGEMENT
Common for BM 1244 (2010 Admn.) and BM 1241 (2011 Admn.)

Time : 3 Hours

Max. Weights : 30

SECTION – A

This section consists of **four** bunches of **four** questions each. **Each** bunch carries a weightage of 1. Answer **all** questions.

I. Choose the most appropriate answer from the following.

1) The term market means

- | | |
|------------------------|------------------------|
| a) To trade | b) Merchandise |
| c) A place of business | d) All the three above |

2) Profit is the by-product of

- a) Supplying what the customer wants
- b) Producing what the producer wants
- c) Supplying what the wholesaler wants
- d) The product produced

3) Marketing to the large segment of the population

- | | |
|--------------------|--------------------|
| a) Morph marketing | b) Green marketing |
| c) Mass marketing | d) Mega marketing |

4) The place that a product occupies in the minds of consumers is referred to as

- | | |
|----------------|-----------------|
| a) Advertising | b) Position |
| c) Target | d) Segmentation |



II. 5) "Old price Rs. 1,000. Today's price Rs. 400 only" is an example of

- a) Patronage motive
- b) Rational motive
- c) Learned motive
- d) Emotional motive

6) CRM stands for

- a) Consumer Relation Marketing
- b) Consumer Relationship Marketing
- c) Customer Relationship Marketing
- d) Cost Related Marketing

7) Goods that are meant for the use in the production of other goods

- a) Shopping goods
- b) Consumer goods
- c) Industrial goods
- d) Convenience goods

8) The most common method used for pricing is

- a) Neutral pricing
- b) Premium pricing
- c) Cost plus pricing
- d) Break-even pricing

III. Fill in the blanks choosing suitable words from those given in brackets.

9) _____ retailer are those retailers who have no fixed place of business.

- (a) Itinerant
- (b) Independent
- (c) Multiple shops
- (d) Speciality shop)

10) A _____ is a name, term, symbol or design which is intended to identify the goods or services of one setter from another.

- (a) Packing
- (b) Brand
- (c) Colour
- (d) Patent)

11) The need hierarchy theory of motivation was formulated by

- (a) Marshall
- (b) Maslow
- (c) Veblen
- (d) Kotler)

12) Firms that buy or resell products on either retail or wholesale basis is called as _____

- (a) Broker
- (b) Dealers
- (c) Discount house
- (d) Agent)



IV. Match the following :

A

- 13) Marketing function
- 14) Brand name
- 15) Cost-plus
- 16) Advertising

B

- a) Parker
- b) A method of pricing
- c) Promotional mix
- d) Personal selling
- e) Storage

(4×1=4 Wgt.)

SECTION – B

Answer any 8 questions in **one or two** sentences each. Each question carries a weightage of one.

- 17. Define marketing.
- 18. Define market segmentation.
- 19. What is customer relationship marketing ?
- 20. What is product mix ?
- 21. Define advertising.
- 22. What are the methods of sales forecasting ?
- 23. What is a channel of distribution ?
- 24. Mention different types of wholesalers.
- 25. What are convenience goods ?
- 26. What is penetration pricing ?
- 27. Define buyer motives.
- 28. What is micro environment ?

(8×1=8 Wgts.)

SECTION – C

Answer any **five** questions in **not exceeding one page each**. Each question carries a weightage of 2.

- 29. Explain the modern concept of marketing.
- 30. Explain briefly the socio-economic factors influencing buyer behaviour.
- 31. Discuss briefly the different criteria of successful market segmentation.
- 32. Explain the advantages of branding.



33. Discuss the factors affecting pricing decisions of a firm.
34. What are the factors to be considered while determining the channel decisions for a product ?
35. What are the advantages of advertising ?
36. What are the steps involved in selling process ? (5x2=10 Wgt.)

SECTION – D

Answer any two questions in not exceeding four pages. Each question carries a weightage of 4.

37. Discuss the objectives and advantages of marketing.
38. Explain the objectives of sales promotion.
39. Discuss in detail pricing objectives and policies. (2x4=8 Wgt.)
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