Reg. No. : ....

Name : ....

Second Semester B.B.A. Degree Examination, July 2014
(Career Related FDP Under CBCSS)
Group 2 (b)
Core Course – MARKETING MANAGEMENT
Common for BM 1244 (2010 Admn.) & 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) In the economic sense, market is related

   a) a particular place   b) a particular product

   c) a particular firm   d) a particular price

2) A market where agricultural goods are sold

   a) Primary market   b) Secondary market

   c) Terminal market   d) Money market

3) Which is the oldest stage in the evolution of the concept of marketing ?

   a) Consumer oriented stage   b) Market oriented stage

   c) Product oriented stage   d) Sales oriented stage

4) The process of discouraging customers to buy a product is referred to as

   a) Remarketing   b) Demarketing

   c) Over marketing   d) Marketing

II. 5) Serving a small segment of the total market not served by competitors

    a) Reciprocal marketing   b) Mass marketing

    c) Event Marketing   d) Niche marketing

6) Which one of the following is not an element of marketing research ?

    a) Product research   b) Packaging research

    c) Advertising research   d) Medical research

7) The Psycho-Analytic Theory was developed by

    a) Sigmund Freud   b) Thorstein Veblen

    c) Festinger   d) Abhram H. Maslow

8) Public documents conferring certain rights, privileges, titles or offices is referred as

    a) Trade mark   b) Patents

    c) Brand   d) Copy right

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

9) _____ is a scheme of sales promotion at consumer's level.

    (Coupons, Dealer Premia, Store Demonstration, Dealer Contests)

10) _____ discounts are allowed by manufacturers to wholesalers or retailers.

    (Cash, Trade, Secret, Quantity)

11) Salesmanship is _____

    (a pure art, a pure science, an art and a science, a philosophy)

12) A _____ has no fixed place of business.

    (Hawker, Super market, Departmental store, Cooperative store)

IV. Match the following :

A	B
13) 'Godrej'	a) Marketing mix
14) Packaging	b) Retailer
15) Channel of distribution	c) Advertising media
16) Radio	d) Family brand
	e) Survey method **(4×1=4 Weightage)**

SECTION – B

Answer **any eight** questions in **one** or **two** sentences **each. Each** question carries a weightage of **1.**

17) Give two objectives of marketing.

18) What is Remarketing ?

19) What is B2B marketing ?

20) Define product possissioning.

21) Define patronage motive.

22) Define perception.

23) Define Relationship marketing.

24) What is a product ?

25) What is brand equity ?

26) What is Going rate pricing ?

27) What is mail order business ?

28) What is an advertisement copy ?   **(8×1=8 Weightage)**

SECTION – C

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

29) Distinguish between marketing and selling.

30) What is meant by market segmentation ? Discuss briefly the factors used for segmenting a particular market.

31) Discuss briefly the internal and external factors affecting marketing mix.

32) Explain briefly the steps in formation of a marketing plan.

33) Explain briefly the concept of product-life cycle.

34) What is Break-Even point ? How is it derived ? What are its uses ?

35) Distinguish between skimming price and penetration price strategies.

36) What do you understand by the term Distribution Channel ? Discuss the constraints influencing channel selection. **(5×2=10 Weightage)**

SECTION – D

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

37) Define personal selling. Explain the steps involved in personal selling. State also the advantages of personal selling.

38) Enumerate and explain with examples, the economic and non economic factors, which influence consumer behaviour.

39) Explain the functions of marketing. **(2×4=8 Weightage)**