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Reg. No. :

Name :

**Second Semester B.B.A. Degree Examination, July 2014
(Career Related FDP Under CBCSS)**

Group 2(b)

**Core Course BM 1241 : MARKETING MANAGEMENT
(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to a maximum of **two** sentences. **Each** question carries **one** mark.

1. Explain the term "Market".
2. Explain the exchange concept of marketing.
3. What is need ?
4. Who coined the term "Marketing Mix" ?
5. Who is a Consumer ?
6. Define Product.
7. State any two objectives of Packaging.
8. Explain BEP pricing.
9. What is 3PL ?
10. Define TQM.

(10×1=10 Marks)

P.T.O.



SECTION – B

Answer **any eight** questions **not** exceeding **one** paragraph. **Each** question carries **two** marks.

11. Discuss the nature of marketing.
12. Explain the micro marketing environment.
13. Explain the Marketing Intelligence System.
14. Discuss the importance of market segmentation.
15. Classify the products on the basis of durability.
16. Discuss the aims of branding.
17. Illustrate the channel levels in consumer marketing.
18. Discuss the significance of pricing in marketing mix.
19. Explain market penetration pricing strategy.
20. Discuss the objectives of advertising.
21. Define personal selling.
22. What are the ethical issues in marketing ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions **not** exceeding **120** words. **Each** question carries **4** marks.

23. Explain the application areas of marketing.
24. Discuss the macro environmental factors affecting marketing.
25. Discuss the stages in consumer buying decision process.
26. Explain the 4Cs of marketing corresponding to 4 Ps.
27. Discuss the important buying motives.



28. What are the five levels of a product ?
29. What are the product mix pricing strategies ?
30. Discuss the objectives of physical distribution.
31. Differentiate between publicity and public relation. **(6×4=24 Marks)**

SECTION – D

Write **any two** long essays from the following questions. **Each** question carries **15** marks.

32. Elucidate the functions marketing.
 33. What is PLC ? Discuss the objectives and strategies of a company during various stages of PLC.
 34. Explain the nature and significance of consumer behaviour.
 35. Discuss the major sales promotion tools with examples. **(2×15=30 Marks)**
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