



Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2015**  
**(Career Related FDP Under CBCSS)**  
**Group 2(b) (Core Course)**  
**BM 1241 : MARKETING MANAGEMENT**  
**(2014 Admission)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer **all** questions in **one** or **two** sentences. **Each** question carries **1** mark.

- 1) Define market.
- 2) What is morph marketing ?
- 3) What is consumer delight ?
- 4) What is an augmented product ?
- 5) Define brand.
- 6) What is marketing myopia ?
- 7) What is price lining ?
- 8) What is USP ?
- 9) What is trading stamps ?
- 10) What is POP display ?

**(1×10=10 Marks)**

**SECTION – B**

II. Answer **any eight** questions. **Each** question carries **2** marks.

- 11) What is viral marketing ?
- 12) State any four features of personal selling.

**P.T.O.**



- 13) What is electronic retailing ?
- 14) What is marketing process ?
- 15) What are the characteristics of consumer behaviour ?
- 16) What are the different types of brand ?
- 17) Distinguish advertisement and sales promotion.
- 18) What are the qualities of a good salesman ?
- 19) Explain the role of middlemen.
- 20) State any two advantages and disadvantages of departmental store.
- 21) What is packaging ? What are its functions ?
- 22) List out any four factors governing the selection of advertisement media.

**(2×8=16 Marks)**

### SECTION – C

III. Answer any six questions. Each question carries 4 marks.

- 23) Distinguish between marketing and selling.
- 24) What are the features of modern marketing ?
- 25) Explain market segmentation process.
- 26) Explain the different types of consumer behaviour.
- 27) What are the features affecting marketing mix ?
- 28) How consumer goods can be classified ?
- 29) Discuss briefly the elements of advertisement copy.
- 30) Explain product line modification.
- 31) Explain the various methods of pricing of new product.

**(4×6=24 Marks)**



**SECTION - D**

**IV. Answer any two questions. Each question carries 15 marks.**

- 32) Explain the scope of marketing.
- 33) Define market segmentation. What are its benefits? What are the different segmentation strategies?
- 34) Define product life cycle. Explain the various phases of PLC. Discuss its importance.
- 35) Discuss the various medias of advertising with relative merits and demerits.  
**(15x2=30 Marks)**

---