



Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2015**  
**(Career Related FDP under CBCSS)**  
**Group 2(b)**  
**Core Course BM1241 – 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. What is spot market ?
2. Define demand.
3. Who introduced the concept "Marketing Mix" ?
4. Who is a customer ?
5. Write an example for umbrella brand.
6. Write the slogan of a reputed company.
7. Define price.
8. What is channel conflict ?
9. Expand AIDA.
10. What is POP Ad ?

**(10×1=10 Marks)**

**SECTION – B**

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

11. Explain the exchange functions of marketing.
12. Write the characteristics of modern concept of marketing.
13. Define Marketing Information System.
14. Explain consumer behaviour.
15. Write a note on product mix.
16. Discuss the objectives of packaging.
17. What is marketing logistics ?
18. Discuss the functions of distribution channel.
19. Write a note on psychological pricing.
20. What is push strategy ?
21. Define direct marketing.
22. Discuss some trade promotion tools.

**(8x2=16 Marks)**

**SECTION – C**

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

23. Explain the facilitating functions of marketing.
24. Discuss the role of marketing in modern management.
25. Discuss the nature of consumer behaviour.
26. What are the internal factors affecting marketing mix ?



27. Discuss the steps in pricing.
28. What are the functions of a wholesaler ?
29. Discuss the qualities of an ideal salesman.
30. Differentiate between advertising and publicity.
31. Explain the scope of TQM.

**(6×4=24 Marks)**

**SECTION – D**

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

32. What is marketing environment ? Discuss the micro and macro environmental factors affecting a firm.
33. Define market segmentation. Exemplify the different bases of market segmentation.
34. Discuss the general pricing approaches in marketing management.
35. Define public relation. Discuss the functions and tools of public relation.

**(2×15=30 Marks)**

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