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A – 5328

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, July 2016
Career Related F.D.P. under CBCSS
Group 2(b)
Core Course
BM 1241 – MARKETING MANAGEMENT
(2014 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

- 1) Define trademark.
- 2) What is remarketing ?
- 3) What is customised marketing ?
- 4) What is captive pricing ?
- 5) What is consumer delight ?
- 6) What is advertising appeal ?
- 7) What are brown goods ?
- 8) What is AIDAS formula ?
- 9) What is market testing ?
- 10) What is marketing myopia ?

(1×10=10 Marks)

P.T.O.



SECTION – B

II. Answer **any 8** questions. **Each** carries **2** marks.

- 11) What is marketing mix ?
- 12) State any four features of personal selling.
- 13) What are the benefits of environment scanning and analysis ?
- 14) What is keying the advertisement ?
- 15) Distinguish between brand and trademark.
- 16) What is product line modification ?
- 17) State any four advantages of multiple shops.
- 18) What is packaging ? What are its functions ?
- 19) Explain the role of middlemen.
- 20) What is marketing process ?
- 21) What are the major tools of public relations ?
- 22) State the functions of channel of distribution.

(2×8=16 Marks)

SECTION – C

III. Answer **any 6** questions. **Each** question carries **4** marks.

- 23) Distinguish marketing and selling.
- 24) Discuss briefly recent trends in marketing.
- 25) Differentiate penetration and skimming pricing policy.
- 26) Discuss the stages of evolution of marketing.
- 27) What are the different segmentation strategies ?
- 28) Explain the different types of consumer behaviour.



29) Discuss briefly stages of development of a new product.

30) Explain the recent trends in channel of distribution.

31) Discuss briefly the importance of marketing.

(4×6=24 Marks)

SECTION – D

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

32) Explain briefly the selling process.

33) Explain various medias of advertising with merits and demerits.

34) Define PLC. Explain various phases of product life cycle.

35) Explain various kinds of sales promotion.

(15×2=30 Marks)
