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A – 5282

Reg. No. :

Name :

**Second Semester B.B.A. Degree Examination, July 2016
(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. Write an example for regulated market.
2. State any two characteristics of old concept of marketing.
3. Which is the most basic element of marketing ?
4. Give any two demographic bases for market segmentation.
5. Which is the first stage in buying decision process ?
6. What is PLC ?
7. What is the main purpose of branding ?
8. State any two external factors affecting pricing.
9. Who is a peddler ?
10. Give an example for pleasing products.

(10×1=10 Marks)

P.T.O.



SECTION – B

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

11. Define wants.
12. Explain modern marketing concept.
13. What is marketing environment ?
14. Discuss the scope of consumer behaviour.
15. Explain benefit segmentation.
16. Explain physical distribution.
17. Write a note on E-tailing.
18. Discuss the forms of product diversification.
19. Explain competition based pricing.
20. List the sales force promotion tools.
21. What are the forms of direct marketing ?
22. Explain mega marketing.

(8×2=16 Marks)

SECTION – C

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

23. What are the components of Marketing Information System ?
24. Explain socio-economic market segmentation.
25. Discuss the criteria for effective market segmentation.



26. What are the roles played by people while buying a product ?
27. Explain the types of consumer goods.
28. Illustrate the stages in PLC.
29. Discuss the steps in product positioning.
30. What are the qualities of a good advertising copy ?
31. Discuss the functions of personal selling. **(6×4=24 Marks)**

SECTION – D

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

32. Discuss the various philosophies of marketing.
 33. What is a new product ? Explain the stages in new product planning and development.
 34. Discuss the various pricing strategies.
 35. Define TQM. Discuss the need and scope of TQM in marketing. **(2×15=30 Marks)**
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