

26 Pies



(Pages : 2)

**C – 4358**

Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, July 2017  
Career Related First Degree Programme 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 marketing.
- 2) What is brand equity ?
- 3) What is sales forecasting ?
- 4) What is product bundle pricing ?
- 5) What is brand rejuvenation ?
- 6) Define positioning.
- 7) What is product line ?
- 8) What is relationship marketing ?
- 9) What is demarketing ?
- 10) What is a reference group ?

**(1×10=10 Marks)**

**SECTION – B**

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

- 11) What are the roles of distribution channels ?
- 12) Discuss the main objectives of sales promotion.
- 13) What is USP ?
- 14) Explain the features of departmental stores.
- 15) What are the essentials of a good brand ?
- 16) What is media planning ?

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- 17) Write a note on trade promotion.
- 18) What is penetration pricing ?
- 19) Explain the importance of marketing mix.
- 20) What is psychographic segmentation ?
- 21) State the importance of product planning.
- 22) What is the need for social marketing ?

(2×8=16 Marks)

SECTION – C

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

- 23) Differentiate marketing and selling.
- 24) Explain the features of modern marketing.
- 25) Explain the steps in pricing.
- 26) What are the factors to be considered while selecting a suitable distribution channel ?
- 27) Define a supermarket. What are its features ?
- 28) Explain the AIDAS theory of selling.
- 29) Explain the PLC.
- 30) Write a note on service marketing.
- 31) Explain the pricing strategy of a new product.

(4×6=24 Marks)

SECTION – D

IV. Answer **any 2** questions. **Each** question carries **15** marks.

- 32) Define marketing environment. Explain briefly the various factors of marketing environment.
- 33) Explain the steps involved in new product development.
- 34) Discuss the various methods of promotion.
- 35) What are retail formats ? Explain the different retail formats.

(15×2=30 Marks)

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