



Reg. No. : .....

Name : .....

**Second Semester B.B.A. Degree Examination, August 2018**

**Career Related First Degree Programme under CBCSS**

**Core Course**

**BM 1241 – MARKETING MANAGEMENT**

**(2017 Admn.)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

Answer all questions in a word or maximum of two sentences. Each question carries one mark.

1. Define Advertising.
2. What is E-branding ?
3. What is product positioning ?
4. What is a hyper market ?
5. What is price skimming ?
6. Define marketing environment.
7. What is Viral marketing ?
8. What is marketing mix ?
9. Define a product.
10. What is relationship marketing ?

(10×1=10 Marks)

**SECTION – B**

Answer any eight questions (Not to exceed one paragraph each). Each question carries 2 marks.

11. What is market segmentation ?
12. What is brand equity ?
13. What is sales promotion ?
14. What is marketing myopia ?

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15. Distinguish between segmentation and positioning.
16. What is trade mark ?
17. Distinguish between packaging and labeling.
18. Distinguish between customer and consumer.
19. What is customer delight ?
20. What is price bundling ?
21. Define product life cycle.
22. What is physical distribution ? **(8×2=16 Marks)**

**SECTION - C**

Answer **any six** questions (**Not exceeding 120 words**). **Each** question carries 4 marks.

23. Explain the features of marketing environment.
24. Briefly explain the different product positioning strategies.
25. What are the elements of marketing mix ?
26. Distinguish between marketing and selling.
27. Explain the modern concept of marketing.
28. Discuss about the functions performed by retailers.
29. What are the elements of service marketing ?
30. State the factors influencing the pricing decisions.
31. Explain the various tools used in public relations. **(6×4=24 Marks)**

**SECTION - D**

Answer **any two** questions (**Not exceeding four pages**). **Each** question carries 15 marks.

32. Define market segmentation. Discuss the various bases of market segmentation.
  33. What is green marketing ? Discuss the importance and problems of green marketing.
  34. Define marketing management. Explain briefly the scope of marketing.
  35. Explain the pricing strategies for determining the price of new products. **(2×15=30 Marks)**
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