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E – 4590

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
(2014.– 16 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. What is marketing ?
2. List any two characteristics of modern concept of marketing.
3. Who is a customer ?
4. What is market segment ?
5. What is impulse goods ?
6. What is odd pricing ?
7. Define advertising.
8. Expand CRM.
9. What do you mean by logistics ?
10. List any two functions of wholesaler. **(10×1=10 Marks)**

SECTION – B

Answer any **eight** questions. **Each** question carries **two** marks.

11. What is holistic marketing concept ?
12. Explain marketing mix.

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13. What is consumer behaviour ?
14. What is Personal selling ?
15. Discuss market positioning strategies.
16. Explain trademark.
17. Compare skimming pricing and penetration pricing.
18. What is sales promotion ?
19. What are the primary functions of ad ?
20. What do you mean by ethics in marketing ?
21. Explain channel conflict.
22. What is direct marketing ? **(8x2=16 Marks)**

SECTION – C

Answer any six questions. Each question carries 4 marks.

23. Discuss the nature of marketing.
24. What is micro marketing environment ?
25. Explain marketing information system.
26. Discuss the importance of marketing mix.
27. What are the stages in consumer buying decision process ?
28. Illustrate the black box model.
29. Explain the different levels of packaging.
30. What are the objectives of pricing ?
31. Discuss the recent trends in marketing. **(6x4=24 Marks)**



SECTION - D

Answer any two questions. Each question carries 15 marks.

- 32. Define market segmentation. Discuss the bases for effective market segmentation.
- 33. What is a new product ? Elucidate the phases in new product planning and development.
- 34. What is marketing communication ? Explain the steps in developing effective marketing communication.
- 35. What is salesmanship ? Discuss the qualities required for an ideal salesman.

(2x15=30 Marks)