

Reg. No. : .....

Name : .....

**SECOND SEMESTER B.B.A. DEGREE EXAMINATION, MAY 2019**

**Career Related First degree Programme Under CBCSS**

**BM 1241 – Marketing Management**

**Core Course**

**(2017 Admission Onwards)**

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. What is Product Positioning?
2. What is brand loyalty?
3. What is personal selling?
4. What is market segmentation?
5. What is target market?
6. What is labelling?
7. Who is a retailer?
8. Define the term 'customer'.

9. What is green marketing?

10. What is sales promotion?

(10 × 1 = 10)

### SECTION – B

Answer **any Eight** questions (Not to exceed one paragraph each).

Each question carries Two mark

11. What is environmental scanning?

12. What is test marketing?

13. What is meant by zero level channel?

14. What is product positioning?

15. Distinguish between selling and promotion.

16. What is buying motive?

17. What is CRM?

18. What are the strategies in the development of Customer relationship?

19. What niche marketing?

20. What is product diversification?

21. What is advertisement copy?

22. What is consumer behaviour?

(8 × 2 = 16)

### SECTION – C

Answer **any SIX** questions (Not Exceeding 120 words).

Each question carries four mark

23. Explain the steps in Product Life Cycle.

24. Briefly explain the benefits of green marketing.

25. What are the pricing strategies of new product?
26. What are the requisites of a good package?
27. What are the factors influencing the choice of distribution channel?
28. What are the limitations of internet marketing?
29. What are the features of social marketing?
30. Explain briefly about steps in product positioning.
31. Distinguish between direct marketing and advertising. (6 × 4 = 24)

### SECTION – D

Answer **any TWO** questions (Not Exceeding four pages).

Each question carries fifteen mark

32. What is a channel of distribution? What factors govern selection of a channel?
  33. Discuss the various basis of market segmentation.
  34. Discuss the importance of advertising in modern marketing.
  35. Define marketing. Explain the functions of marketing. (2 × 15 = 30)
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