

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, MAY 2019

Career Related First degree Programme Under CBCSS

Group 2 (b)

CORE COURSE: BM 1241 MARKETING MANAGEMENT

(2014 – 2016 Admissions)

Time : 3 Hours

Max. Marks : 80

SECTION – A

I. Answer all questions in one or two sentences. Each question carries 1 mark.

1. Define segmentation.

2. What is self concept?

3. What is place Utility?

4. What is promotion?

5. Define Packaging

6. What is dual pricing?

7. What is shopping goods?

8. Define Publicity.
9. What is SWOT Analysis?
10. What is vertical marketing system?

(10 × 1 = 10)

SECTION – B

II. Answer **any Eight** questions. Each question carries 2 marks.

11. Explain the different buying roles.
12. What are the importances of marketing to society?
13. What are the characteristics of effective segmentation?
14. Write a note on product differentiation.
15. What is labeling? What are the different kinds of labeling?
16. What is marketing myopia?
17. Explain competitive advantage.
18. Who are the different marketing intermediaries?
19. Explain the features of advertising
20. Explain the importance of physical distribution.
21. Differentiate between brand and trademark.
22. Explain Societal marketing concept.

(8 × 2 = 16)

SECTION – C

III. Answer **any SIX** questions. Each question carries 4 mark.

23. Discuss the steps in Pricing.
24. Explain the elements of marketing mix.
25. What the different levels of channel distribution?

26. What are the factors responsible for the growth of modern marketing concept?
27. Explain the marketing process
28. Explain the reasons for product failure.
29. Discuss the functions of a sales organization.
30. Write a note on electronic retailing.
31. Explain the features of an ideal medium. (6 × 4 = 24)

SECTION – D

- IV. Answer **any Two** questions. Each question carries 15 mark.
32. Explain in detail the functions of marketing.
 33. Explain the different bases of market segmentation.
 34. Explain the process of consumer buying behavior.
 35. Discuss the various steps involved in selling process. (2 x 15 = 30)
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