



23126950

QP CODE: 23126950

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, OCTOBER 2023**

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT12 - MARKETING MANAGEMENT

2017 Admission Onwards

FCBACF5D

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is 'production concept' of marketing?
2. What is Product Buying Motive?
3. How occupation influence consumer behaviour?
4. What is line extension?
5. What is product life cycle?
6. What is Family packaging?
7. What is Price skimming?
8. Who is a Full-service merchant wholesaler?
9. What are the components of promotion mix?
10. What is Price-pack deal?
11. Who is a Mystery shopper?
12. What is Product Development Risk?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*





13. What is the importance of market segmentation?
14. Who is a consumer? What are the difference between customer and consumer?
15. Explain the concept of marketing mix.
16. What are the things to be considered while selecting a label for the product?
17. Define pricing. Why it is considered as an important marketing function?
18. What are different types of market structure?
19. What are the major channels used for direct marketing?
20. Why marketing research is considered as important to a marketer?
21. Explain the scope and functions of marketing research.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the various functions of marketing.
23. What is branding? What are different types of brands? What are the important things to be considered while selecting a brand name?
24. What is pricing? Why pricing is considered as an important function? What are the factors affecting a firm's pricing decision ?
25. What is an advertisement? What are the various medias used for advertisements in India? Also explain different types of advertisements.

(2×15=30)

