



QP CODE: 22100501

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / REAPPEARANCE EXAMINATIONS,
APRIL 2022**

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT12 - MARKETING MANAGEMENT

2017 Admission Onwards

9340A08B

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is marketing?
2. What do you mean by demographic environment?
3. What is Rational Patronage buying Motives?
4. What is cobranding?
5. What is Bundle Packaging?
6. What is a Brand label?
7. How government regulation affects price?
8. What is Pre-Emptive Pricing?
9. What is Direct-Response Advertising?
10. Who is a Manufacturer's Salesmen?
11. What is marketing research?
12. What is mail survey?

(10×2=20)

Part B

*Answer any **six** questions.*

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





13. Explain the advantages of market segmentation.
14. What are the personal factors affecting consumer behaviour?
15. What do you mean by marketing mix? What are its components?
16. How can we classify products on the basis of use?
17. Explain the objectives of pricing policies.
18. What is market structure? What are its elements?
19. Explain the importance of sales promotion.
20. Explain the scope and functions of marketing research.
21. Explain the concept of marketing risk and types of risks.

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Who is a consumer? What are the factors affecting consumer behaviour?
23. Discuss the marketing strategies that may be used at various stages of product life cycle.
24. Explain the importance of distribution channels. What are the various functions performed by wholesalers and retailers?
25. What is promotion? What are the factors affecting promotion mix? Explain various elements of promotion mix.

(2×15=30)

