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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2015

Fourth Semester

Core Course – MARKETING MANAGEMENT

(2013 Admissions)

Time : Three Hours

Maximum : 80 Marks

Part A

Answer all questions in one or two sentences.

Each question carries 1 mark.

Define the following :

1. Consumer.
2. Marketing plan.
3. Product mix.
4. Packaging.
5. Marketing channel.
6. Penetration pricing.
7. Direct marketing.
8. Marketing audit.
9. National advertising.
10. PLC.

(10 × 1 = 10)

Part B

Answer any eight questions.

Each question carries 2 marks.

11. What is societal marketing concept?
12. What do you mean by a product?
13. What is branding?
14. Define personal selling.
15. What is FOB pricing?
16. Bring out any two factors that determine the length of distribution channel.

Turn over

17. What is marketing mix?
18. What is market segmentation?
19. Explain marketing myopia.
20. What is niche marketing?
21. What is FMCG?
22. Who is a marketer?

(8 × 2 = 16)

Part C

Answer any six questions.

Each question carries 4 marks.

23. Explain the functions of marketing.
24. Discuss the buying motives.
25. Bring out the different stages of PLC.
26. Describe the pricing objectives.
27. Explain the types of advertising.
28. What are the functions of marketing channels?
29. What are the factors affecting consumer behaviour?
30. What are the types of branding?
31. Differentiate marketing from selling.

(6 × 4 = 24)

Part D

Answer any two questions.

Each question carries 15 marks.

32. Explain the different methods of market segmentation.
33. Describe the consumer buying process.
34. Discuss the process of marketing research.
35. Bring out the different pricing strategies.

(2 × 15 = 30)