



QP CODE: 24026844



24026844

Reg No : .....

Name : .....

**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE  
EXAMINATIONS, OCTOBER 2024**

**Third Semester**

Bachelor of Business Administration

**CORE COURSE - BA3CRT12 - MARKETING MANAGEMENT**

2017 Admission Onwards

2237F989

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

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

1. What is government market?
2. What is grading?
3. What do you mean by public environment?
4. What is marketing mix?
5. What is a National Brand?
6. What is Family packaging?
7. Define pricing.
8. What do you mean by market structure?
9. Who is an Indoor Salesmen?
10. What is catalogue marketing?
11. What is Concentration Risk?
12. What do you mean by marketing audit?

(10×2=20)

**Part B**

*Answer any **six** questions.*

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





13. What is modern concept of marketing?
14. Write any four demographic variables used for market segmentation.
15. How can we classify products on the basis of use?
16. What are the advantages of labelling?
17. Explain various markets oriented pricing methods.
18. Write a note on classification of wholesalers.
19. Explain the objectives of advertising.
20. Explain the importance of marketing research.
21. Write any 3 projective techniques used in marketing research for data collection.

(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. Explain product Life cycle. What are the marketing strategies that may be used at various stages of product life cycle?
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 promotion mix and what are its elements?

(2×15=30)

