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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2018

Fourth Semester

Core Course—MARKETING MANAGEMENT

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A (Short Answers)

Answer all questions.

Each question carries 1 mark.

Define the following :

- 1 Marketing.
- 2 Product.
- 3 Marketing Mix.
- 4 Product Life Cycle.
- 5 Standardisation.
- 6 Branding.
- 7 Direct Marketing.
- 8 Personal Selling.
- 9 Odd Pricing.
- 10 Market Segmentation.

(10 × 1 = 10)

Part B (Brief Answers)

Answer any eight questions.

Each question carries 2 marks.

- 11 What is social marketing ?
- 12 Mention the factors influencing the buyer behaviour.
- 13 What is a channel of distribution ?
- 14 State the functions of a retailer.

Turn over

- 15 What is marketing audit ?
- 16 What is meant by 'Skim-the-Cream' Price policy ?
- 17 State the importance of labelling.
- 18 What do you understand by the term 'Product Mix' ?
- 19 What is sales promotion ?
- 20 What is meant by comparative advertising ?
- 21 Mention the causes of marketing risks.
- 22 What is a bonded warehouse ?

(8 × 2 = 16)

Part C (Short Answers)

Answer any six questions.

Each question carries 4 marks.

- 23 Discuss clearly the modern concept of marketing.
- 24 Explain the different types of branding.
- 25 Explain the various types of buying motives.
- 26 Discuss the functions and objectives of advertising.
- 27 What function does product packing perform ? What are the criteria of a good package ?
- 28 Discuss the objectives of pricing.
- 29 Explain the qualities of a good salesman.
- 30 What are the various stages in the product life cycle ? What is the relevance of the product life cycle to the Marketing Manager ?
- 31 Briefly explain the various sales promotion methods undertaken at dealer's as well as consumer's levels.

(6 × 4 = 24)

Part D (Long Answers)

Answer any two questions.

Each question carries 15 marks.

- 32 Explain briefly the various functions of Marketing.
- 33 What is a new product ? Discuss the steps in New Product Development.
- 34 What is marketing research ? Elaborate its steps.
- 35 Discuss the factors influencing pricing decisions.

(2 × 15 = 30)