

E 2299

(Pages : 2)

Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, APRIL 2016

Fourth Semester

Core Course—MARKETING MANAGEMENT

(2013 Admission onwards)

Time : Three Hours

Maximum Marks : 80

Part A (Short Answer Questions)

*Answer all questions.
Each question carries 1 mark.*

Define the following :—

1. Marketing.
2. Marketing plan.
3. Marketing mix.
4. Branding.
5. Skimming pricing.
6. Channel of distribution.
7. Advertising.
8. Personal selling.
9. Marketing risk.
10. Marketing audit.

(10 × 1 = 10)

Part B

*Answer any eight questions.
Each question carries 2 marks.*

11. What are the various Marketing concepts ?
12. What are the process involved in buying motives ?
13. State the importance of packing in marketing.
14. State the basic features of Labeling.
15. What is meant by Penetration pricing ?
16. What are the various pricing policy ?
17. What are the sales promotion ?
18. What is direct marketing ?

Turn over

19. What are the various environmental factors affect the market decision ?
20. What are the functions of advertising ?
21. What are the various causes for marketing risk ?
22. What are the scope of marketing research ?

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. Explain the steps to be followed in marketing planning.
24. What are the determinants of buyer behaviour ?
25. Explain the different phases of product life cycle.
26. Discuss in detail the various decisions regarding product mix.
27. Explain different kinds of Brands and its importance.
28. Explain the factors that influence pricing.
29. State the functions of Retailers and wholesalers.
30. Explain the different types of advertising.
31. Explain the process of marketing research.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Explain the various functions of marketing.
33. Discuss in detail the steps involved in new product development process.
34. Explain the factors governing the selection of a suitable channel of distribution.
35. Describe the advantages and disadvantages marketing audit.

(2 × 15 = 30)