

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2017**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. Market.
2. Marketing process.
3. Packaging.
4. Product mix.
5. Penetration pricing.
6. Middlemen.
7. Advertising.
8. Direct marketing.
9. Marketing research.
10. Marketing risk.

(10 × 1 = 10)

Part B (Brief Answer)

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

11. Define marketing. State its different concepts.
12. Narrate the factors influencing the buyer behaviour.
13. State the various processes of product planning and development.
14. State the advantages of Branding.
15. What are the features of marketing mix ?

Turn over

16. What is skimming pricing ?
17. Differentiate advertising and personal selling.
18. What are the various challenges in pricing ?
19. Mention the importance of channel of distribution.
20. What is market structure ?
21. What are the advantages of marketing research ?
22. State the practical problems in marketing audit.

(8 × 2 = 16)

Part C (Short Essays)

Answer any six questions.

Each question carries 4 marks.

23. Briefly explain the various functions of marketing.
24. Explain the different types of branding.
25. Discuss in detail the various decisions regarding product line.
26. What is meant by Product Life Cycle ? Explain its various stages with a chart.
27. What are the importance of labeling ?
28. What are the advantages of using personal selling as a means of promotion ?
29. What are the different types of channels ? Explain.
30. What are the causes of marketing risks ?
31. What are the advantages of marketing audit ?

(6 × 4 = 24)

Part D (Long Essays)

Answer any two questions.

Each question carries 15 marks.

32. What is meant by segmentation of market ? Explain its objectives and bases.
33. Describe the merits and de-merits of various sales promotion measurements.
34. What is pricing ? Explain the objectives of pricing.
35. Explain the scope and process of marketing research.

(2 × 15 = 30)