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Reg. No.....

Name.....

B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2014

Fourth Semester

Core Course—MARKETING MANAGEMENT

Time : Three Hours

Maximum Weight : 25

Part A

Answer all questions.

Each bunch of four questions carries a weight of 1.

- I. 1 Modern Marketing concept lays greater importance on the freedom of the _____.
(a) Producer. (b) Seller.
(c) Advertiser. (d) Consumer.
- 2 Groups having a direct influence on a person are called as _____.
(a) Social groups. (b) Membership groups.
(c) Informal groups. (d) Formal groups.
- 3 A brand or a part of brand that is given legal protection is called as _____.
(a) Trade Mark. (b) Brand Equity.
(c) Brand Name. (d) Brand Valuation.
- 4 _____ refers to sell the same product at two or more different prices.
(a) Monopoly pricing. (b) Dual pricing.
(c) Expected pricing. (d) Zone pricing.
- II. 5 Introduction of a new product in the selected representative market on a limited scale is _____.
(a) Commercialisation. (b) Product testing.
(c) Test marketing. (d) Concept marketing.
- 6 Skimming price is applicable to _____.
(a) New products. (b) Old products.
(c) Out-dated products. (d) None.
- 7 When the manufacturer fixes a price for his product to be sold to customers by retailers is known as _____.
(a) Direct price maintenance. (b) Resale price maintenance.
(c) Retail price maintenance. (d) Wholesale price maintenance.

Turn over

- 8 Which one of the following is an element of advertising ?
(a) Non-personal communications. (b) Personal communications.
(c) Both (a) and (b). (d) Informal Communication.
- III. 9 A systematic gathering, recording and analysing of data about problems relating to marketing of goods and services is called _____.
10 Transportation creates _____ utility.
11 Subdivision of market into homogeneous sub-sections of customers with distinct marketing mix is called _____.
12 The application of marketing techniques to social situations is called _____.
- IV. 13 Indoor salesman is also termed as _____.
14 "AIDAS" stands for _____.
15 Oral persuasion in a conversation with one or more prospective purchasers for the purpose of making sales is called as _____.
16 Set of moral principles and values with regard to marketing process is termed as _____.

(4 × 1 = 4)

Part B

*Answer any five questions.
Each question carries a weight of 1.*

- 17 What is meant by Demarketing ?
18 What is Marketing Risk ?
19 What are shopping goods ?
20 Define Packaging.
21 What is brand equity ?
22 What is psychological pricing ?
23 What is promotional mix ?
24 What is comparative advertising ?

(5 × 1 = 5)

Part C

*Answer any four questions.
Each question carries a weight of 2.*

- 25 Discuss the requirements for successful market segmentation.
26 Explain the concept of "Product Life-Cycle".
27 Discuss the functions of wholesalers.

- 28 What is sales promotion ? Explain the tools of sales promotion at sales force level.
- 29 Discuss the steps in the process of selling.
- 30 What is an advertisement copy ? Discuss the qualities of a sound advertisement copy. (4 × 2 = 8)

Part D

Answer any two questions.

Each question carries a weight of 4.

- 31 What is a new product ? Explain the different steps in the development of a new product.
- 32 Define the term "price". Describe the factors influencing determination of price of a product.
- 33 Explain the factors influencing consumer buying behaviour. (2 × 4 = 8)