

**A1014**

Name.....

Register No.....

**NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION  
TECHNOLOGY (AUTONOMOUS)**

**FIRST SEMESTER (FYUG) DEGREE EXAMINATION NOVEMBER 2025**

**MANAGEMENT STUDIES**

**BBA1CJ102 - MARKETING MANAGEMENT**

Time:Two Hours

Maximum:70 marks

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**Section A**

Answer all questions.

Each question carries 3 marks. Ceiling 24 marks

1.Define marketing.	CO1
2.Explain the meaning of a target market.	CO2
3. Why do you consider marketing as a science and an art?	CO3
4. What is meant by product depth?	CO1
5.Why is positioning essential in competitive markets?	CO4
6. State any two product-oriented definitions of marketing.	CO1
7. What is digital marketing?	CO1
8. Define market segmentation.	CO1
9. Differentiate between goods and services.	CO1
10.Name two factors influencing promotion mix decisions.	CO4

**Section B**

Answer all questions.

Each question carries 6 marks. Ceiling 36 marks

11. Develop a positioning statement for a new health drink targeted at teenagers.	CO5
12. Distinguish between product-oriented and customer-oriented definitions of marketing.	CO3
13. Discuss the emerging trends in marketing with examples.	CO3
14. Explain four classifications of consumer products with examples.	CO2
15.Define and explain components of the product mix.	CO2
16.Describe product strategies in the growth stage of PLC.	CO3
17.Explain any six bases of demographic segmentation.	CO2
18. Evaluate benefits of sustainable marketing to businesses and society.	CO5

Turn Over

**Section C**

Answer any one question  
The question carries 10 marks.

19. Explain the strategies for each stage of Product Life Cycle with suitable examples. CO5  
20. Discuss in detail the marketing strategies for services with examples. CO5

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