

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

Section A

Answer all questions.

Each question carries 3 marks. Ceiling 24 marks

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| 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

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| 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
