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(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021**

B.B.A.

BBA 2B 03—MARKETING MANAGEMENT

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A**

*Answer at least ten questions.*

*Each question carries 3 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

1. What is marketing mix ?
2. What is demarketing ?
3. What is buying motives ?
4. Define market segmentation.
5. What is product positioning ?
6. What is standardisation ?
7. What do you mean by Branding ?
8. Define Packaging.
9. What is trade mark ?
10. What is social marketing ?
11. Define Advertising.
12. What is product line ?
13. What do you mean by supply chain management ?
14. What is promotion ?
15. Write any two objectives of personal selling.

(10 × 3 = 30 marks)

Turn over

72147

**Section B**

*Answer at least five questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain the modern concept of marketing. What are its features ?
17. Discuss the factors influencing consumer behavior.
18. Discuss the various steps in the buying process.
19. Explain the stages involved in new product development.
20. What are the factors to be considered while selecting a suitable channel of distribution ?
21. What are the various methods of pricing a new product ?
22. State the requisites of a good advertisement copy.
23. Discuss the various kinds of sales promotion.

(5 × 6 = 30 marks)

**Section C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. Define Marketing. Briefly explain the functions of marketing management.
25. Define Pricing Policy. Explain the factors influencing pricing decisions.
26. Who is a retailer ? What are the different types of retailers ? Discuss also the functions of retailers in distribution.

(2 × 10 = 20 marks)