

C 22024

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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2022**

B.B.A.

BBA 2B 03—MARKETING MANAGEMENT

(2021 Admissions)

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 meant by pricing ?
2. What is a Trademark ?
3. What are convenience products and unsought products ?
4. What do you mean by product diversification ?
5. What is a Market ?
6. What do you mean by brand loyalty ?
7. What is meant by labelling ?
8. Explain how a consumer is different from a customer ?
9. What do you mean by a three-level channel ?
10. What is meant by psychological pricing ?
11. What do you mean by the production concept and the product concept of marketing ?
12. List out any *four* advantages of packaging ?
13. What do you mean by target marketing ? Give an example.
14. What do you mean by competitive advantage ?
15. What do you mean by the dissonance reduction buying behaviour ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain the different elements or components of the marketing mix.
17. Briefly explain any *five* sales promotion tools that are aimed at consumers.
18. List out the various advantages or benefits of advertising.
19. Explain various stages or phases of the Product Life Cycle.
20. Explain any *five* factors influencing the choice of distribution channel.
21. Why it is important for marketers to understand consumer buyer behaviour ?
22. What are the various services rendered by retailers to the consumers ?
23. Explain any five factors that affect or influence the promotion mix decisions.

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. What do you mean by market segmentation ? Explain the various bases for market segmentation.
25. Define Marketing. Explain the various benefits or importance of marketing.
26. What do you mean by E-marketing ? Explain its advantages and limitations.
27. What do you mean by skimming and penetration pricing? Also, list out the various factors influencing pricing policies.

(2 × 10 = 20 marks)