C 43117   (Pages : 2)   Name......................................

Reg. No................................

SECOND SEMESTER (CBCSS—U.G.) DEGREE EXAMINATION APRIL 2023

B.B.A

BBA 2B 03—MARKETING MANAGEMENT

(2019—2022 Admissions)

Time : Two Hours and a Half   Maximum : 80 Marks

Part A

Answer the following questions.
Each question carries 2 marks.

1. What do you mean by marketing myopia ?

2. Who is a retailer ?

3. What is meant by advertising ?

4. What do you mean by brand equity ?

5. What do you mean by personal selling ?

6. What is meant by a channel of distribution ?

7. List out the stages of PLC.

8. What do you mean by a buying motive ?

9. List out the components or elements of marketing mix.

10. Define consumer behaviour.

11. What is meant by market segmentation ?

12. What is product mix ?

13. What do you mean by skimming pricing policy or technique ?

14. What is E-mail marketing ?

15. What do you mean by a brand mark ?

(15 × 2 = 30, Maximum ceiling 25 Marks)

Turn over

Part B

Answer the following questions.
Each question carries 5 *marks.*

16. List out the various advantages of packaging.

17. What are the various types of discounts ?

18. Distinguish between traditional marketing and E-marketing.

19. Explain the various patronage buying motives of consumers.

20. Explain the scope of marketing.

21. List out any *five* differences between organized and unorganized retailing.

22. What do you mean by cost-based pricing policies ? List out the methods of cost-based pricing policies.

23. Write a short note on Marketing Information Systems.

(8 × 5 = 40, Maximum ceiling 35 Marks)

Part C

Answer any **two** *questions.*
Each question carries 10 *marks.*

24. What are the various functions of wholesalers ? Also, list out their services to the retailers.

25. Explain the process of personal selling. Also, list out its advantages and limitations.

26. Write a detailed note on the evolution of the marketing concept.

27. What is meant by sales promotion ? Explain the various kinds or types of sales promotion.

(2 × 10 = 20 marks)