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J – 2922

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, May 2020
Career Related First Degree Programme Under CBCSS

Group 2(b)

Core Course : BM 1241 MARKETING MANAGEMENT

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions. **Each** question carries **1** mark.

1. Define Product.
2. What is BCG?
3. What is Marketing Channel?
4. What is Population Density?
5. What is PLC?
6. Define Product Label.
7. What is Advertisement?
8. What is Retailing?
9. What is Employee-spanning?
10. What do you mean by process in services marketing?



(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

Answer any **eight** questions. **Each** question carries **2** marks.

11. What is Holistic Marketing?
12. What do you mean by Portfolio?
13. Define Market Segmentation.
14. Explain the concept of Targeting.
15. Define Packaging.
16. Explain Geographical pricing.
17. Who are intermediaries?
18. Explain Promotion Mix.
19. What do you mean by Dynamic pricing?
20. Describe Services Marketing.
21. Explain Mail order House.
22. Describe Brand switching.



(8 × 2 = 16 Marks)

SECTION – C

Answer any **six** questions. **Each** question carries **4** marks.

23. What is STP? Briefly explain it.
24. Describe the Characteristics of Services.
25. Explain the Pricing methods.
26. What are the PLC Marketing strategies?

27. Explain the basis for Segmentation.
28. Explain the Nature of Marketing.
29. Describe the sales promotion techniques.
30. What are the determinants of price? Explain.
31. What are the factors determining promotion mix.

(6 × 4 = 24 Marks)

SECTION – D

Answer any **two** questions. **Each** question carries **15** marks.

32. Explain in detail the Seven P's of services Marketing.
33. Define Buying decision process. Explain the steps on buying process.
34. Define consumer behaviour. Explain the factors influencing consumer behaviour.
35. Distinguish segmentation and positioning. Explain the steps involved in market segmentation.

(2 × 15 = 30 Marks)

