

(Pages : 3)

M – 2694

Reg. No. :

Name :



Second Semester B.B.A. Degree Examination, December 2021.

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course

BM 1241 – MARKETING MANAGEMENT

(2020 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** the questions in one or two sentence. Each question carries **1** mark.

1. What is marketing?
2. What is Merchandising?
3. Who introduced 4Ps of marketing?
4. What is mass marketing?
5. What is social marketing?
6. What is a product?
7. What is a brand?
8. What is brand equity?
9. What is marketing mix?
10. What is skimming price?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. What is WoM marketing?
12. What is behavioural segmentation?
13. What are the steps in product positioning?
14. What is Repositioning?
15. What is penetration price?
16. Who is a Itinerant retailers?
17. What is Catalogue marketing?
18. What do you mean by retention value?
19. What is USP?
20. What is marketing research?
21. What is online advertising?
22. What is the marketing myopia?
23. What is Labelling?
24. What is advertising?
25. What is service marketing?
26. What is Kiosk marketing?

(8 × 2 = 16 Marks)

SECTION – C

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

27. What are the factors influencing market segmentation?
28. State the difference between Product marketing and service marketing.
29. What are the benefits of E-Commerce?
30. What are the types of pricing policies?

31. What are the different elements of promotion mix?
32. What are the different kinds of Advertising?
33. What are the important strategies of segmentation?
34. What are the factors to be considered in selecting Target market?
35. Differentiate branding and grading.
36. What are the purpose of labelling?
37. What are the elements of services?
38. What is slow skimming strategy?

(6 × 4 = 24 Marks)

SECTION – D

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

39. What are the stages of product life cycle?
40. Describe Market segmentation and its methods of segmentation.
41. Enumerate the Importance and limitations of branding.
42. Explain Merchant middlemen and what are the services rendered by wholesalers?
43. Define sales promotion and explain the kinds of sales promotion.
44. What is an advertising copy and what are the requisites of a good advertisement copy?

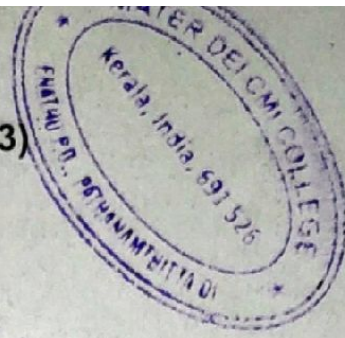
(2 × 15 = 30 Marks)

(Pages : 3)

M – 2689

Reg. No. :

Name :



Second Semester B.B.A. Degree Examination, December 2021

Career Related First Degree Programme under CBCSS

Group 2(b)

Core Course: BM 1241 : MARKETING MANAGEMENT

(2017-2019 Admission)

Time : 3 Hours

Max. Marks : 80

SECTION – A

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

1. Define Marketing..
2. What is Production Concept?
3. What is Consumer Market?
4. What is behavioural segmentation?
5. Define Brand.
6. What is Product Mix?
7. What is Personal Selling?
8. Who is Wholesaler?
9. Define Services Marketing.
10. Who are front-line employees?

(10 × 1 = 10 Marks)

P.T.O.

SECTION – B

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

11. Explain Promotion Mix.
12. Define Market Environment.
13. What is Targetting?
14. What is Multi-attribute segmenting?
15. Explain Product classification.
16. What is Differential pricing?
17. Explain Sales promotion.
18. Describe Marketing Channel.
19. What is Perishability in services?
20. What is Physical Evidence?
21. Describe Franchising.
22. What is Public relation?

(8 × 2 = 16 Marks)

SECTION – C

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

23. Briefly describe the Concept of PLC.
24. Explain the Evolution of Marketing.
25. Discuss on BCG Matrix.
26. Explain the levels of Market Segmentation.
27. What is product Classification? What are they? Briefly explain.
28. What are the types of intermediaries?

29. Explain about the Adapting pricing strategies.
30. What are the determinants of price?
31. Briefly explain the Marketing strategies of service firms.

(6 × 4 = 24 Marks)

SECTION – D

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

32. What is marketing strategy? Explain in detail the PLC marketing strategies.
33. What is pricing? Explain in detail the pricing methods.
34. Explain sales promotion. What are the techniques of sales promotion?
35. What do you mean by Marketing? Explain the Nature and Importance of Marketing.

(2 × 15 = 30 Marks)