

(Pages : 2)

E - 4620

Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, August 2018
Career Related First Degree Programme under CBCSS
Core Course
BM 1241 - MARKETING MANAGEMENT
(2017 Admn.)

Time : 3 Hours

Max. Marks : 80

SECTION - A

Answer **all** questions in a word or maximum of **two** sentences. **Each** question carries **one** mark.

1. Define Advertising.
2. What is E-branding ?
3. What is product positioning ?
4. What is a hyper market ?
5. What is price skimming ?
6. Define marketing environment.
7. What is Viral marketing ?
8. What is marketing mix ?
9. Define a product.
10. What is relationship marketing ?



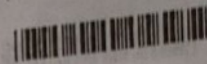
(10×1=10 Marks)

SECTION - B

Answer **any eight** questions (**Not to exceed one paragraph each**). **Each** question carries **2** marks.

11. What is market segmentation ?
12. What is brand equity ?
13. What is sales promotion ?
14. What is marketing myopia ?

P.T.O.



E – 4620

15. Distinguish between segmentation and positioning.
16. What is trade mark ?
17. Distinguish between packaging and labeling.
18. Distinguish between customer and consumer.
19. What is customer delight ?
20. What is price bundling ?
21. Define product life cycle.
22. What is physical distribution ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions (**Not** exceeding **120** words). **Each** question carries **4** marks.

23. Explain the features of marketing environment.
24. Briefly explain the different product positioning strategies.
25. What are the elements of marketing mix ?
26. Distinguish between marketing and selling.
27. Explain the modern concept of marketing.
28. Discuss about the functions performed by retailers.
29. What are the elements of service marketing ?
30. State the factors influencing the pricing decisions.
31. Explain the various tools used in public relations.



(6×4=24 Marks)

SECTION – D

Answer **any two** questions (**Not** exceeding **four** pages). **Each** question carries **15** marks.

32. Define market segmentation. Discuss the various bases of market segmentation.
33. What is green marketing ? Discuss the importance and problems of green marketing.
34. Define marketing management. Explain briefly the scope of marketing.
35. Explain the pricing strategies for determining the price of new products.

(2×15=30 Marks)