

C 40888

(Pages : 3)

Name.....

Reg. No.....

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2023**

B.B.A.

BBA IVB 05—MARKETING MANAGEMENT
(2017—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

1. 'P' in PLC Stands for :

- | | |
|----------------|--------------|
| (a) Promotion. | (b) Product. |
| (c) Place. | (d) Price. |

2. _____ is the only revenue generating element in the marketing mix.

- | | |
|----------------|--------------|
| (a) Promotion. | (b) Product. |
| (c) Place. | (d) Price. |

3. _____ is known as 'father of modern marketing'.

- | | |
|--------------------|---------------------|
| (a) Ned Roberto. | (b) Philip Kotler. |
| (c) Peter Drucker. | (d) Irving J. Rein. |

4. _____ marketing simply refers to marketing of green or eco-friendly products.

- | | |
|----------------------|---------------------------|
| (a) Green Marketing. | (b) Guerrilla marketing. |
| (c) Mega marketing. | (d) Reciprocal marketing. |

5. Products includes _____.

- | | |
|------------|--------------------|
| (a) Goods. | (b) Services. |
| (c) Ideas. | (d) All the Above. |

Turn over

6. The concept of marketing mix was developed by _____.
7. _____ is known as silent salesman.
8. There are _____ elements or components in the service marketing mix.
9. When a manufacturer sells the same product at two different prices, the pricing strategy is known as _____.
10. The act of creating an image about a product or brand in consumers' mind is known as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** questions.*

Each question carries 2 marks.

11. Define marketing.
12. What do you mean by labelling of a product ?
13. What do you mean by brand loyalty ?
14. What is marketing environment ?
15. What do you mean by skimming pricing ?
16. What is meant by captive product pricing ?
17. What do you mean by personal selling ?
18. What do you mean by a speciality store ?
19. What do you mean by impulse purchasing or buying ?
20. What is a brand name and a brand mark ?

(8 × 2 = 16 marks)

Part III (Short Essays)

*Answer any **six** questions.*

Each question carries 4 marks.

21. Briefly explain the components of the micro-environment in marketing.
22. Explain the four classes or types of consumer products.

23. Explain briefly the functions or services provided by the retailers.
24. List out any four advantages and limitations of online or internet marketing.
25. What are the functions of packaging ? Also, list out its advantages.
26. Distinguish between selling and marketing.
27. List out the various qualities of a good salesman.
28. Briefly explain any *four* sales promotion tools that are aimed at consumers.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

29. What do you mean by pricing ? What are the various factors influencing pricing decisions ?
30. Explain various types of advertisement media. List out the advantages and disadvantages of advertising.
31. What do you mean by market segmentation? Explain the various bases for market segmentation.

(2 × 15 = 30 marks)

C 21206

(Pages : 3)

Name.....

Reg. No.....

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION
APRIL 2022**

B.B.A.

BBA IVB 05—MARKETING MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

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

1. 'P' in PLC Stands for _____.
 - (a) Promotion.
 - (b) Product.
 - (c) Place.
 - (d) Price.
2. There are _____ elements or components in service marketing mix.
 - (a) 7.
 - (b) 4.
 - (c) 5.
 - (d) 6.
3. _____ is known as 'father of modern marketing'.
 - (a) Ned Roberto.
 - (b) Philip Kotler.
 - (c) Peter Drucker.
 - (d) Irving J. Rein.
4. _____ marketing simply refers to marketing of green or eco-friendly products.
 - (a) Green Marketing.
 - (b) Guerrilla marketing,
 - (c) Mega marketing.
 - (d) Reciprocal marketing.
5. No middle men are involved in :
 - (a) Wholesale trade.
 - (b) Retail trade.
 - (c) Direct marketing.
 - (d) Indirect marketing.

Turn over

6. The concept of marketing mix was developed by _____.
7. The _____ concept holds that the consumers prefer the goods which are easily available at lower prices.
8. When a manufacturer sells the same product at two different prices, the pricing strategy is known as _____.
9. The act of creating an image about a product or brand in consumers' mind is known as _____.
10. Sub-dividing of market into homogeneous sub-sections of customers is known as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any **eight** questions.

Each question carries 2 marks.

11. What is labeling of a product ?
12. Define Marketing.
13. What is meant by a department store ?
14. List out any *four* qualities of a good salesman.
15. What do you mean by an advertisement ?
16. Who is a Consumer ?
17. What do you mean by a perfect market ?
18. What is internet marketing ?
19. What do you mean by penetration pricing ?
20. Who is a Wholesaler ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any **six** questions.

Each question carries 4 marks.

21. Explain briefly the functions or services provided by the retailers.
22. List out the advantages of packaging.

23. Distinguish between selling and marketing.
24. Write a short note on after sale services and its purpose.
25. What are the various types of discounts ?
26. Briefly explain psychographic segmentation and its components.
27. Explain the three major activities that are involved in the marketing process.
28. Briefly explain any four sales promotion tools that are aimed at consumers.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

29. “Marketing is like cooking a dish. In order to get a delicious dish, we have to have the right ingredients in right quality and in right proportions.” In this context, explain the importance of marketing mix. Also explain the elements or components of marketing mix.
30. What do you mean by pricing ? What are the various factors influencing pricing decisions ?
31. What is meant by a service ? How is it different from a product ? Explain the characteristics of service.

(2 × 15 = 30 marks)

C 2106

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION, APRIL 2021

B.B.A.

BBA IVB 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

Each question carries 1 mark.

- 1) When the company follows one product one segment principle, it is :
 - (a) Undifferentiated marketing.
 - (b) Differentiated marketing.
 - (c) Concentrated marketing.
 - (d) All of the above.
- 2) Perception is a part of :
 - (a) Personal factors.
 - (b) Psychological factors.
 - (c) Cultural factors.
 - (d) Social factors.
- 3) The person of the family who senses the need for the purchase, known as :
 - (a) Influencer.
 - (b) Initiator.
 - (c) Decider.
 - (d) User.
- 4) A strategy of increasing sales by improving existing products or developing new products for current markets, is
 - (a) Market Development.
 - (b) Product Development.
 - (c) Diversification.
 - (d) None of the above.
- 5) To fix the price Rs. 99.95 of an article instead of Rs. 100, is a policy of :
 - (a) Customary Pricing.
 - (b) Promotion Pricing.
 - (c) Psychological Pricing.
 - (d) None of the above.
- 6) Modern Marketing begins and ends with _____.
- 7) _____ is that part of brand that can be spoken including letters, words and numbers.
- 8) The only revenue producing element in the marketing mix is _____.

Turn over

- 9) Arranging for a product to occupy a clear, distinctive and desirable place relative to competing products in the minds of target consumers _____.
- 10) The set of basic values and behaviours learned by a member of society from family and other important institutions is called _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- 11) Define Marketing Mix.
- 12) What is market segmentation ?
- 13) What is an augmented product ?
- 14) What is a trade mark ?
- 15) What is salesmanship ?
- 16) What is a coupon ?
- 17) What is penetration pricing policy ?
- 18) What is a channel of distribution ?
- 19) What is ambush marketing ?
- 20) What is market targeting ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

Each question carries 4 marks.

- 21) What are the characteristics of services ?
- 22) Explain the various factor influencing consumer behaviour.
- 23) Explain the different kinds of discounts ?
- 24) What is promotion mix ? Write any six important factors influencing promotion mix.
- 25) What are the factors affecting selection of an advertisement media ?
- 26) What are the various schemes of sales force promotion ?

- 27) What are the functions of Channel of distribution ?
- 28) What the different types of marketing concepts/philosophies ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

- 29) What is PLC ? Explain the concept of PLC with the important features in each stage.
- 30) Define marketing. Explain the functions of marketing.
- 31) Define Marketing environment. Explain the micro and macro marketing environment of an organisation.

(2 × 15 = 30 marks)



(Pages : 3)

Name.....

Reg. No.....

**FOURTH SEMESTER B.Com./B.B.A. DEGREE EXAMINATION
APRIL 2020**

(CUCBCSS—UG)

B.B.A.

BBA IVB 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I

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

1. The category of consumer goods which are purchased frequently without making an effort as a habit is referred as :
 - (a) Convenience Goods.
 - (b) Shopping Goods.
 - (c) Durables.
 - (d) Non-durables.
2. 'POP' means :
 - (a) Point of Purchase.
 - (b) Purchase of Product.
 - (c) Power of Purchase.
 - (d) None of the above.
3. When the products are sold within a small or local area only, the market is known as _____.
 - (a) International Market.
 - (b) National Market.
 - (c) Local Market.
 - (d) Capital Market.
4. As per Maslow's hierarchy of need, the most basic needs are categorized as _____.
 - (a) Ego needs.
 - (b) Physiological needs.
 - (c) Social needs.
 - (d) Safety needs.
5. The buyers who buy one brand all the time are :
 - (a) Special loyalty.
 - (b) Hard core loyalty.
 - (c) Shifting loyalty.
 - (d) None of the above.

Turn over

6. A brand when registered, known as _____.
7. _____ is a "divide and rule" strategy.
8. The discomfort caused by the post purchase conflict is called _____.
9. The marketing strategies under conditions of scarcity and during the period of shortage is known as _____.
10. The concept of PLC was popularised by _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

11. Define Marketing environment ?
12. What is a product ?
13. Define the term brand.
14. Define service.
15. What is pricing strategy ?
16. What is promotion ?
17. What do you mean by rebates ?
18. What is zero level channel ?
19. What is marketing myopia ?
20. What is consumer/buyer behavior ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

Each question carries 4 marks.

21. What are the Internal factors affecting pricing decisions ?
22. Discuss the functions of packaging.
23. What are the important micro environmental factors of marketing environment ?
24. What is promotion mix ? Briefly discuss the concept of promotion mix.

25. What the major types are of retails stores ?
26. Distinguish between traditional and modern concept of marketing.
27. Discuss the various stages in the buyer decision process.
28. What are the steps in personal selling process ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

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

29. What is segmentation ? What are the bases of segmentation ?
30. What is sales promotion ? Explain the different kinds of sales promotion.
31. What is pricing policy ? What are the important types of pricing policies ?

(2 × 15 = 30 marks)

C 61163

(Pages : 2)

Name.....

Reg. No.....

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2019

(CUCBCSS—UG)

B.B.A.

BBA IV B 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

Each question carries 1 mark.

1. Marketing is a process of converting the potential customers into _____.
(a) Actual customers. (b) Prospective customers.
(c) Marketers. (d) None of these.
2. The group of elements price, product, promotion and place constitute :
(a) Market mix. (b) Marketing mix.
(c) Product mix. (d) Promotion mix.
3. The markets in which goods are bought and sold in bulk quantities :
(a) Wholesale market. (b) Retail market.
(c) World market. (d) None of these.
4. Which of the following is a major advantage of personal selling ?
(a) Targeted message. (b) Reach and frequency.
(c) More sales. (d) None of these.
5. Which of the following is not an element of promotion mix ?
(a) Advertisement. (b) Branding.
(c) Personal selling. (d) Sales promotion.

Fill in the blanks :

6. Transport system creates _____ utility.
7. Introducing a product at low price and increasing the price once the brand succeeds is known as _____ Pricing.
8. Dealer promotion is also known as _____.

Turn over

9. _____ means moving of finished goods from the producer to consumer.
10. Pricing method based on customer value is known as _____.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

Each question carries 2 marks.

- | | |
|----------------------------------|-----------------------------------|
| 11. What is marketing ? | 12. Define Advertising. |
| 13. What is marketing mix ? | 14. Define Sales Promotion. |
| 15. What is price mix ? | 16. Define market segmentation. |
| 17. What is a product ? | 18. Define physical distribution. |
| 19. What is departmental store ? | 20. What is promotion ? |

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

Each question carries 4 marks.

21. What are the benefits of market segmentation ?
22. What are the objectives of packaging ?
23. What are the variables of product mix ?
24. What is branding ? What is its role ?
25. What are the steps in the process of market segmentation ?
26. What are the objectives of marketing ?
27. What are the differences between marketing and selling ?
28. What are the objectives of sales promotion ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

Each question carries 15 marks.

29. What is market segmentation ? What are its bases ?
30. Explain the importance of marketing.
31. Explain the types of retailers.

(2 × 15 = 30 marks)

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2018**(CUCBCSS—UG)****BBA IV B 05—MARKETING MANAGEMENT****Time : Three Hours****Maximum : 80 Marks****Part I***Answer all questions.*

1. Marketing is a _____ process.
 - (a) Goal oriented.
 - (b) Exchange.
 - (c) Social.
 - (d) All of these.
2. _____ simply refers to product planning.
 - (a) Merchandising.
 - (b) Assembling.
 - (c) Research and development
 - (d) None of these.
3. Marketing is applicable in _____.
 - (a) Goods.
 - (b) Events.
 - (c) Property.
 - (d) All of these.
4. Which of the following is not a main objective of personal selling ?
 - (a) Generate sales.
 - (b) Build awareness and appreciation for the product.
 - (c) Create personal contact.
 - (d) None of these.
5. _____ is not a dealer promotion scheme.
 - (a) Free goods.
 - (b) Trade allowance.
 - (c) Coupons.
 - (d) All of these.
6. The retailer sells goods in _____.
7. A major portion of the rural population consists of _____ income groups.

Turn over

8. Setting price on the basis of the competition for the product is known as _____.
9. _____ means the set of marketing intermediaries through which the goods flow.
10. Warehousing creates _____ utility.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

11. What is consumer behaviour ?
12. What is sales promotion ?
13. What is place mix ?
14. Define marketing mix.
15. What is product packing ?
16. What is market Segmentation ?
17. Define price.
18. What is physical distribution ?
19. What are discount stores ?
20. Define promotion.

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

21. How does marketing mix concept help the business firms ?
22. Explain the characteristics of a good brand.
23. How would you develop a pricing strategy for a new product ?
24. What are the functions of packaging ?
25. What are the elements of marketing mix ?
26. What are the variables of price mix ?
27. What are the limitations of sales promotion ?
28. What are the factors that affect the promotion mix ?

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

29. What is product life cycle ? What are the different stages involved in the product life cycle ?
Mention its features.
30. Explain the evolution of marketing concept.
31. Describe advantages of market Segmentation.

(2 × 15 = 30 marks)

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2017

(CUCBCSS-UG)

Core Course

BBA IVB 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I*Answer all questions.*

1. Higher - end automobiles follow _____ method of pricing.
 - (a) Penetrating.
 - (b) Skimming.
 - (c) Mark Up.
 - (d) None of the above.
2. Which among the following is not a stage in product life cycle ?
 - (a) Introduction.
 - (b) Communication.
 - (c) Growth.
 - (d) Maturity.
3. A brand is a :
 - (a) Name.
 - (b) Term.
 - (c) Sign.
 - (d) Design
 - (e) All of these.
4. A firm's pricing objectives consider :
 - (a) Survival of the firm.
 - (b) Profit.
 - (c) Market share.
 - (d) All of these.
5. Market means :
 - (a) Higher Production.
 - (b) Exchange of goods and services.
 - (c) A place, where buying and selling takes place.
 - (d) Introduction of new modes of life.
6. People with large businesses and wealthy corporate executives belong to _____ class of consumers.

Turn over

7. The factors such as the age, sex, lifecycle stage, occupation, economic conditions personality etc. which affect the buying decision process are grouped as _____ factors.
8. In demographic segmentation, the market is divided into groups based on _____.
9. The course of a Product's Sales and profits over its life time is termed as its.
10. Marketing without intermediaries is known as _____ marketing.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

11. What is product mix ?
12. Bringout the concept of brand rejuvenation.
13. Define marketing management.
14. Explain Maslow's theory of motivation.
15. What are convenience goods ?
16. What is mark up pricing ?
17. Define Personal selling.
18. What is Market penetration strategy ?
19. What is Psychographic segmentation ?
20. Define labelling.

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

21. What do you mean by buying motives ? Explain various types of buying motives.
22. What is marketing mix ? What are its components ?
23. Explain the concept of product life cycle.
24. Explain the stages in buying decision process.
25. Describe different pricing policies.
26. Bring out different types of Advertising.
27. Explain the functions of marketing channels.
28. Explain Promotion mix.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions

29. Give the meaning and benefits of market segmentation. Discuss the bases and different kinds of market segmentation.
30. Explain various kinds of pricing methods.
31. Who is a middleman ? Explain classification of middlemen.

(2 × 15 = 30 marks)

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(Pages : 3)

Name.....

Reg. No.....

**FOURTH SEMESTER B.B.A. DEGREE (SUPPLEMENTARY)
EXAMINATION, APRIL 2017**

(UG—CCSS)

Core Course

BB IV B 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Part A

*This part consists of three bunches of questions with equal weightage.
Each bunch has four questions.
Answer all twelve questions.*

A. Fill in the blanks :

- 1 Marketing is a _____ centered approach.
- 2 A firm identifies the target market, needs and wants of customers through _____.
- 3 Groups that have a direct or indirect influence on a person's attitudes or behavior is known as _____ groups.
- 4 The literary meaning of the term product is _____.

B. Choose the correct answer from the alternatives.

- 5 Marketing is a process which aims at _____.
(a) Satisfaction of customer needs. (b) Selling products.
(c) Production. (d) Profit making.
- 6 Ensuring the availability of the products and services as and when required by the customers is _____ utility.
(a) Time. (b) Place.
(c) Form. (d) Possession.
- 7 _____ is referred to as zero segmentation.
(a) Mass Marketing. (b) Niche Marketing.
(c) Differentiated Marketing. (d) Market Targeting.
- 8 Testing before launching a product is known as _____.
(a) Test Marketing. (b) Concept Testing.
(c) Acid Test. (d) Market Test.

Turn over

C. Answer in one word.

- 9 Any form of paid non-personal presentation of ideas, goods or services for the purpose of inducing people to buy is called:
- 10 Anything that is manufactured by labour or effort is called a :
- 11 An environment where by buyers and sellers contact each other directly or indirectly, to buy or sell goods is called :
- 12 The general group of activities in product planning which involves the designing and producing the container or wrapper for a product is called:

(12 × ¼ = 3 weightage)

Part B

*Answer all questions in one or two sentences.
Each question carries a weightage of 1.*

- 13 Define Marketing.
- 14 Distinguish between consumer goods and industrial goods.
- 15 What is meant by place utility ?
- 16 What are the 4 P's in marketing ?
- 17 Define the term "Price".
- 18 What do you mean by skimming pricing ?
- 19 What do you mean by Service Marketing ?
- 20 What is Electronic Retailing ?
- 21 What do you mean by Direct Advertising ?

(9 × 1 = 9 weightage)

Part C

*Answer any five questions.
Answer shall not exceed one page each.
Each question carries a weightage of 2.*

- 22 What are the characteristics of a good salesman ?
- 23 Explain the process of consumer buying.
- 24 Briefly explain the objectives of Marketing.

- 25 Explain Promotion Mix.
- 26 What is sales promotion ? What is its importance in the marketing of industrial products ?
- 27 Distinguish between Product and Service.
- 28 Explain the major functions of packaging.

(5 × 2 = 10 weightage)

Part D

Answer any two questions.

Each question carries a weightage of 4.

- 29 "Advertising Sells Products". Do you agree with this statement ? Give reasons for your answer and explain the functions performed by advertising.
- 30 What is meant by PLC ? Explain its concepts with examples.
- 31 Define Market Segmentation. Discuss the steps of Market Segmentation.

(2 × 4 = 8 weightage)

C 3939

(Pages : 3)

Name.....

Reg. No.....

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2016

(CUCBCSS—UG)

Core Course

BBA IVB 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

Part I

Answer all questions.

1. Which one of the following is an element of advertising ?
 - (a) Non - Personal Communication.
 - (b) Personal Communication.
 - (c) Both (a) and (b).
 - (d) Informal communication.
2. Groups having a direct influence on a person are called as _____.
 - (a) Social groups.
 - (b) Membership groups.
 - (c) Informal groups.
 - (d) Formal groups.
3. Modern Marketing concept lays greater importance on the freedom of the _____.
 - (a) Producer.
 - (b) Seller.
 - (c) Advertiser.
 - (d) Consumer.
4. A firm's pricing objectives consider :
 - (a) Survival of the firm.
 - (b) Profit.
 - (c) Market share.
 - (d) All of these.
5. Market means :
 - (a) Higher Production.
 - (b) Exchange of goods and services.
 - (c) A place, where buying and selling takes place.
 - (d) Introduction of new modes of life.
6. The process of exhibiting important information on the product's package is _____.

Turn over

7. _____ is a silent salesman.
8. In _____, the firm introduces more items to the product line, to plug certain gaps in its current range of offers.
9. _____ is a pictorial symbol intended to communicate with consumers.
10. In _____ different products of the company are marketed under one brand name.

(10 × 1 = 10 marks)

Part II (Short Answer Questions)

Answer any eight questions.

11. What is mark up pricing ?
12. Define Personal Selling.
13. What is Market penetration strategy ?
14. What is Psychographic segmentation ?
15. Define labelling.
16. What is a channel of distribution ?
17. Who is a wholesaler ?
18. What is promotion Mix ?
19. Define a brand ?
20. What is brand equity ?

(8 × 2 = 16 marks)

Part III (Short Essays)

Answer any six questions.

21. Describe different pricing policies.
22. Bring out different types of Advertising.
23. Explain the functions of marketing channels.
24. Explain Promotion mix.
25. Differentiate between Selling and Marketing.
26. Explain the bases of Market Segmentation.
27. Discuss various pricing strategies.
28. Explain the functions of marketing channels.

(6 × 4 = 24 marks)

Part IV (Long Essays)

Answer any two questions.

29. Who is a middleman ? Explain classification of middlemen.
30. Explain the factors influencing the consumer buying behavior.
31. Describe the environmental factors influencing the marketing management of a firm.

(2 × 15 = 30 marks)

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL/MAY 2015

(UG-CCSS)

Core Course

BB IV B 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Part A*This part consists of three bunches of questions with equal weightage.**Each bunch has four questions.**Answer all twelve questions.***A. Fill in the blanks :**

1. There are _____ elements in Marketing Mix.
2. _____ is the stepping stone to the market targeting.
3. _____ is a name, sign or symbol used for identifying a product.
4. Product is a bundle of _____ consisting of various product features and accompanying services.

B. Choose the correct answer from the alternatives :

5. A firm creates _____ utility when it converts raw material into a finished product.

- | | |
|-----------------|-----------|
| (a) Place. | (b) Form. |
| (c) Possession. | (d) Time. |

6. Which of the following is the most influential primary reference group ?

- | | |
|--------------|-------------------|
| (a) Family. | (b) Social class. |
| (c) Friends. | (d) Co-workers. |

7. Product Mix is :

- | | |
|----------------------|------------------------|
| (a) One Dimensional. | (b) Three Dimensional. |
| (c) Two Dimensional. | (d) Four Dimensional. |

8. There are _____ P's in Service marketing.

- | | |
|-----------|------------|
| (a) Six. | (b) Eight. |
| (c) Four. | (d) Seven. |

C. Answer in one word :

9. The process of planning, organizing, directing, motivating, co-co-ordinating and controlling various activities of firm is called _____.
10. The act of designing the company's offering and image to occupy a distinctive place in the mind of target market is called _____.

Turn over

11. The goods which are meant for direct consumption by ultimate consumers and households is called _____.
12. Oral presentation in a conversation with one or more prospective purchaser for the purpose of making sales is called _____.

(12 × ¼ = 3 weightage)

Part B

*Answer all questions in one or two sentences.
Each question carries a weightage of 1.*

13. List out the kinds of media used in indirect advertising.
14. What is meant by personal selling ?
15. What is a channel of distribution ?
16. What is Marketing Management ?
17. What is Product Positioning ?
18. What are Hyper Markets ?
19. What is Marketing Mix ?
20. Define Labeling.
21. Define Product.

(9 × 1 = 9 weightage)

Part C

*Answer any five questions.
Answer shall not exceed one page each.
Each question carries a weightage of 2.*

22. What is Equalization in marketing process ? Explain its functions.
23. Discuss the factors governing the selection of the media.
24. State the differences between Brand and Trademark.
25. What are facilitating functions ? Explain them briefly.
26. Distinguish between Marketing and Selling.
27. Explain the essentials of a good brand name.
28. What is concentrated marketing ?

(5 × 2 = 10 weightage)

Part D

*Answer any two questions.
Each question carries a weightage of 4.*

29. "One of the major assets of a firm is its channels of distribution" Discuss.
30. What do you understand by large scale retailing ? Explain its main constituents.
31. Explain briefly the various functions of marketing.

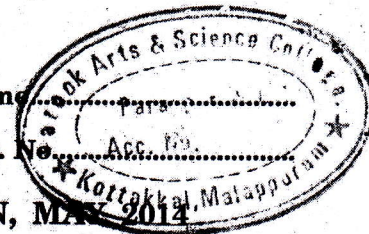
(2 × 4 = 8 weightage)

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(Pages : 3)

Name

Reg. No.



FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, MAY 2014

(UG—CCSS)

Core Course

BB IV B 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 30 Weightage

Part A

This part contains twelve questions having equal weight of ¼.

All questions are compulsory.

I. Fill in the blanks :

- 1 Segmenting the market based on buyers knowledge of , attitude towards, use or response to a product is known as _____.
- 2 In _____ pricing strategy, the price is kept below the prevailing market price.
- 3 The concept of marketing myopia was first introduced by _____.
- 4 Marketing channel with zero intermediaries is known as _____.

II. Choose the correct answer :

- 5 The buyer behaviour with low degree of buyer involvement and significant difference between brands is known as :
 - (a) Variety Seeking.
 - (b) Habitual.
 - (c) Dissonance reducing.
 - (d) Complex.
- 6 A company, operating in Kerala, divide its market into 14 segments based on districts. It is an example of :
 - (a) Geographic segmentation.
 - (b) Demographic segmentation.
 - (c) District wise segmentation.
 - (d) Population segmentation.
- 7 The level of quality to which the products primary characteristics operates :
 - (a) Conformance quality.
 - (b) Performance quality.
 - (c) Design quality.
 - (d) Reliability quality.
- 8 The maximum possible sale of a product in a given market at a given time that can be achieved by a company is technically known as ;
 - (a) Sales potential.
 - (b) Market demand.
 - (c) Market potential.
 - (d) Industry potential.

Turn over

III. Answer in one word :

- 9 Marketing techniques were the sellers engage in the large production, distribution and promotion of one product for all buyers.
- 10 Anything that can be offered to a market to satisfy a need or want.
- 11 Any paid form of impersonal presentation and promotion of anything with an identified sponsor.
- 12 A group of closely related products that satisfy a class of need and sold to same customer group.

(12 × ¼ = 3 weightage)

Part B

Answer all nine questions.

Each question carries 1 weightage.

- 13 What is a distribution channel ?
- 14 What do you mean by service ?
- 15 Give the meaning of marketing.
- 16 Define market segmentation.
- 17 Write a note on product planning.
- 18 What is skimmed pricing ?
- 19 What is meant by consumer behaviour ?
- 20 List out the functions of advertising.
- 21 What do you understand by brand equity ?

(9 × 1 = 9 weightage)

Part C

Answer any five questions.

Each question carries 2 weightage.

- 22 What are the factors affecting pricing of a product ?
- 23 Give the importance of after sales service in modern marketing.
- 24 How media planning helps in effective advertising ?
- 25 Write a note on any four retail forms.
- 26 Give the importance of brand and trademark in modern marketing.
- 27 Now-a-days sales is considered as a good career choice ? Do you agree ?
- 28 What is market mix ?

(5 × 2 = 10 weightage)

Part D

*Answer any two questions.
Each question carries 4 weightage.*

- 29 Define product. What are its types ? What are the components that constitute product personality ?
- 30 Define marketing. Explain different concepts in marketing. Explain with examples. How modern concepts differ from traditional ?
- 31 What is sales promotion ? How it differ from advertising ? What are the different techniques of sales promotion ?

(2 × 4 = 8 weightage)