

<b>QP Code: D132756</b>		<b>Total Pages: 1</b>	<b>Name:</b>
			<b>Register No.</b>
<b>FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025</b>			
<b>(CUFYUGP)</b>			
<b>BBA1CJ102/BBA1MN101 MARKETING MANAGEMENT</b>			
<b>2024 Admission onwards</b>			
<b>Maximum Time: 2 Hours</b>		<b>Maximum Marks: 70</b>	
<b>Section A</b>			
<b>All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)</b>			
1	What do you mean by marketing environment?		
2	What is meant by a target market?		
3	What is meant by the 'Product concept' of marketing?		
4	What is meant by Integrated Marketing Communication?		
5	What do you mean by PLC?		
6	What is meant by skimming and penetration pricing strategy?		
7	Define Marketing.		
8	What is meant by product positioning?		
9	What do you mean by green marketing?		
10	List out any three differences between advertising and public relations.		
<b>Section B</b>			
<b>All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)</b>			
11	Write a note on the BCG matrix.		
12	Differentiate between the selling concept and the marketing concept.		
13	Explain the various levels of distribution.		
14	What is meant by product differentiation? Explain its importance.		
15	List out the differences between traditional marketing and digital marketing.		
16	Explain briefly the various elements of the marketing mix.		
17	Write notes on Sustainable marketing and Affiliate marketing.		
18	Define Advertisement. What are the advantages and disadvantages of advertising?		
<b>Section C</b>			
<b>Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)</b>			
19	How does a service differ from a product? Explain the 7 Ps of Service Marketing		
20	What do you mean by market segmentation? Explain in detail the various bases for market segmentation.		

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**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION  
NOVEMBER 2024**

Management Studies

BBA1CJ102—MARKETING MANAGEMENT

(2024 Admission onwards)

Time : Two Hours

Maximum : 70 Marks

**Section A***Answer all question.**Each question carries 3 marks.**(Ceiling : 24 marks).*

1. What do you mean by market segmentation ?
2. Define Marketing.
3. What is meant by marketing environment ?
4. What is affiliate marketing ?
5. What is meant by a service ?
6. What is meant by the 'Production concept' of marketing ?
7. What do you mean by Promotion mix ?
8. What are the various levels of distribution ?
9. What is Integrated Marketing Communication ?
10. Define Consumer Behaviour.

**Turn over**

**Section B**

*Answer all question.*

*Each question carries 6 marks.*

*(Ceiling : 36 marks).*

11. What are the advantages and drawbacks of Digital marketing ?
12. List the differences between selling and marketing.
13. Briefly explain the stages or steps involved in the consumer buying process.
14. What are the advantages or benefits of market segmentation ?
15. Explain the various stages of the Product Life Cycle.
16. What are the various features or characteristics of a service ?
17. Briefly explain the importance or benefits of marketing to society.
18. Explain the BCG Matrix along with real-life examples.

**Section C**

*Answer any one question.*

*The question carries 10 marks. (1 × 10 = 10 marks).*

19. Define pricing. Explain the various methods or techniques of pricing.
20. Discuss in detail the fundamentals or elements of marketing communication mix.