

D 103696

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2024**

B.B.A.

BBA 2B 03—MARKETING MANAGEMENT

(2019—2023 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

*Answer should be written in English only.***Part A***Answer the following questions.**Each question carries 2 marks.*

1. What is meant by impulsive buying behaviour ?
2. What is meant by packaging ?
3. What do you mean by pricing ?
4. What do you mean by Product Life Cycle ?
5. Who is a Wholesaler ?
6. What is a Trademark ?
7. What do you mean by marketing mix ?
8. Define consumer behaviour.
9. Who is a Salesman ?
10. What do you mean by a target market ?
11. Define Marketing.
12. What do you mean by supermarkets ?
13. What is meant by buying motives ?
14. What is an advertising copy ?
15. Who are itinerant retailers ?

(15 × 2 = 30, Maximum ceiling 25 Marks)

**Turn over**

**Part B**

*Answer the following questions.  
Each question carries 5 marks.*

16. What are the various kinds or types of sales promotion ?
17. What do you mean by skimming and penetration pricing ?
18. Briefly explain the various levels of distribution channels.
19. What is meant by discount ? What are the various types of discounts ?
20. What is meant by product line ? Also, explain product line modification.
21. What are the components or elements of the marketing mix ?
22. What are the four types of consumer behaviour ?
23. Write a note on Marketing Information Systems.

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

*Answer any two questions.  
Each question carries 10 marks.*

24. What do you mean by market segmentation ? What are the advantages of market segmentation ? Also, explain the various bases for market segmentation.
25. What are the various factors influencing pricing decisions ? Also, explain the methods or techniques of pricing.
26. Explain the nature, scope, and importance of marketing.
27. What is meant by a channel of distribution ? List out their functions. What are the factors influencing choice of distribution channel ?

(2 × 10 = 20 marks)

C 43117

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—U.G.) DEGREE EXAMINATION  
APRIL 2023**

B.B.A

BBA 2B 03—MARKETING MANAGEMENT

(2019—2022 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer the following questions.**Each question carries 2 marks.*

1. What do you mean by marketing myopia ?
2. Who is a retailer ?
3. What is meant by advertising ?
4. What do you mean by brand equity ?
5. What do you mean by personal selling ?
6. What is meant by a channel of distribution ?
7. List out the stages of PLC.
8. What do you mean by a buying motive ?
9. List out the components or elements of marketing mix.
10. Define consumer behaviour.
11. What is meant by market segmentation ?
12. What is product mix ?
13. What do you mean by skimming pricing policy or technique ?
14. What is E-mail marketing ?
15. What do you mean by a brand mark ?

(15 × 2 = 30, Maximum ceiling 25 Marks)

**Turn over**

**Part B**

*Answer the following questions.*

*Each question carries 5 marks.*

16. List out the various advantages of packaging.
17. What are the various types of discounts ?
18. Distinguish between traditional marketing and E-marketing.
19. Explain the various patronage buying motives of consumers.
20. Explain the scope of marketing.
21. List out any *five* differences between organized and unorganized retailing.
22. What do you mean by cost-based pricing policies ? List out the methods of cost-based pricing policies.
23. Write a short note on Marketing Information Systems.

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. What are the various functions of wholesalers ? Also, list out their services to the retailers.
25. Explain the process of personal selling. Also, list out its advantages and limitations.
26. Write a detailed note on the evolution of the marketing concept.
27. What is meant by sales promotion ? Explain the various kinds or types of sales promotion.

(2 × 10 = 20 marks)

C 23814

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2022**

B.B.A.

BBA 2B 03—MARKETING MANAGEMENT

(2019—2020 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A***Answer the following questions.**Each question carries 2 marks.*

1. What do you mean by product simplification ?
2. What do you mean by captive product pricing ? Give an example.
3. What do you mean by branding ?
4. What is an advertising copy ?
5. Who is a Wholesaler ?
6. Explain the holistic marketing concept.
7. What is meant by grading ?
8. What is meant by trade discount and cash discount ?
9. Define Marketing.
10. What is meant by packaging ?
11. What are industrial goods ?
12. What is meant by Unique Selling Proposition ?
13. What are departmental stores ?
14. What do you mean by internet marketing ?
15. What is meant by product positioning ?

(15 × 2 = 30, Maximum ceiling 25 Marks)

**Turn over**

**Part B**

*Answer the following questions.*

*Each question carries 5 marks.*

16. What are the benefits of E-marketing over traditional marketing ?
17. Explain the need or importance of market segmentation.
18. What do you mean by skimming and penetration pricing ?
19. Explain any five factors that influence the choice of distribution channel.
20. Explain the steps or the process of personal selling.
21. What do you mean by a consumer product ? Explain the various classes or types of consumer products.
22. Write notes on the selling concept and marketing concept.
23. Briefly explain demographic segmentation and its components.

(8 × 5 = 40, Maximum ceiling 35 Marks)

**Part C**

*Answer any two questions.*

*Each question carries 10 marks.*

24. What are the four types of consumer behaviour ? Also, explain the consumer decision-making process.
25. What do you mean by marketing mix ? Explain in detail the 4 Ps of marketing as well as the extended Ps.
26. What is Advertising ? Explain the role or the importance of advertising.
27. What do you mean by Product Life Cycle ? Explain various stages or phases of Product Life Cycle.

(2 × 10 = 20 marks)

C 22024

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2022**

B.B.A.

BBA 2B 03—MARKETING MANAGEMENT

(2021 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is meant by pricing ?
2. What is a Trademark ?
3. What are convenience products and unsought products ?
4. What do you mean by product diversification ?
5. What is a Market ?
6. What do you mean by brand loyalty ?
7. What is meant by labelling ?
8. Explain how a consumer is different from a customer ?
9. What do you mean by a three-level channel ?
10. What is meant by psychological pricing ?
11. What do you mean by the production concept and the product concept of marketing ?
12. List out any *four* advantages of packaging ?
13. What do you mean by target marketing ? Give an example.
14. What do you mean by competitive advantage ?
15. What do you mean by the dissonance reduction buying behaviour ?

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain the different elements or components of the marketing mix.
17. Briefly explain any *five* sales promotion tools that are aimed at consumers.
18. List out the various advantages or benefits of advertising.
19. Explain various stages or phases of the Product Life Cycle.
20. Explain any *five* factors influencing the choice of distribution channel.
21. Why it is important for marketers to understand consumer buyer behaviour ?
22. What are the various services rendered by retailers to the consumers ?
23. Explain any five factors that affect or influence the promotion mix decisions.

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. What do you mean by market segmentation ? Explain the various bases for market segmentation.
25. Define Marketing. Explain the various benefits or importance of marketing.
26. What do you mean by E-marketing ? Explain its advantages and limitations.
27. What do you mean by skimming and penetration pricing? Also, list out the various factors influencing pricing policies.

(2 × 10 = 20 marks)



C 4325

(Pages : 2)

Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE EXAMINATION  
APRIL 2021**

B.B.A.

BBA 2B 03—MARKETING MANAGEMENT

Time : Two Hours and a Half

Maximum : 80 Marks

**Section A***Answer at least ten questions.**Each question carries 3 marks.**All questions can be attended.**Overall Ceiling 30.*

1. What is marketing mix ?
2. What is demarketing ?
3. What is buying motives ?
4. Define market segmentation.
5. What is product positioning ?
6. What is standardisation ?
7. What do you mean by Branding ?
8. Define Packaging.
9. What is trade mark ?
10. What is social marketing ?
11. Define Advertising.
12. What is product line ?
13. What do you mean by supply chain management ?
14. What is promotion ?
15. Write any two objectives of personal selling.

(10 × 3 = 30 marks)

**Turn over**

**Section B**

*Answer at least **five** questions.*

*Each question carries 6 marks.*

*All questions can be attended.*

*Overall Ceiling 30.*

16. Explain the modern concept of marketing. What are its features ?
17. Discuss the factors influencing consumer behavior.
18. Discuss the various steps in the buying process.
19. Explain the stages involved in new product development.
20. What are the factors to be considered while selecting a suitable channel of distribution ?
21. What are the various methods of pricing a new product ?
22. State the requisites of a good advertisement copy.
23. Discuss the various kinds of sales promotion.

(5 × 6 = 30 marks)

**Section C**

*Answer any **two** questions.*

*Each question carries 10 marks.*

24. Define Marketing. Briefly explain the functions of marketing management.
25. Define Pricing Policy. Explain the factors influencing pricing decisions.
26. Who is a retailer ? What are the different types of retailers ? Discuss also the functions of retailers in distribution.

(2 × 10 = 20 marks)

C 82380

(Pages : 2)

Name.....

Reg. No.....

SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION APRIL 2020

(CBCSS—UG)

B.B.A.

BBA 2B 03—MARKETING MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

**Part A**

*Answer all questions.*

1. Define Marketing Management.
2. What are Convenience Goods ?
3. What is viral marketing ?
4. What are the functions of marketing ?
5. What do you mean by brand equity ?
6. What is test marketing ?
7. What do you mean by psychological pricing ?
8. What is post purchase dissonance ?
9. What is a Label ?
10. What is meant by premium offer ?
11. Distinguish trade mark from brand.
12. What is demarketing ?
13. What is penetration pricing ?
14. What is advertisement copy ?
15. Who is a middleman ?

(15 × 2 = 30, Maximum ceiling 25 marks)

**Turn over**

**Part B**

*Answer all questions.*

16. State the objectives of marketing ?
17. Define Market Segmentation. Discuss the different kinds of market segmentation.
18. Enumerate briefly the functions performed by packaging.
19. Discuss briefly the stages of Product Life Cycle.
20. Bring out the recent trends in marketing.
21. What is physical distribution ? What are its importance ?
22. Describe the steps involved in product positioning.
23. Explain the factors influencing pricing policies.

(8 × 5 = 40, Maximum ceiling 35 marks)

**Part C**

*Answer any two questions.*

24. Bring out the scope of marketing management.
25. What are the functions and services rendered by retailers ?
26. Explain the elements of promotional mix.

(2 × 10 = 20 marks)