

QP CODE: 18103301



Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, NOVEMBER 2018

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT12 - MARKETING MANAGEMENT

2017 Admission Onwards

B089A70E

Maximum Marks: 80

Time: 3 Hours

Part A

Answer any **ten** questions.

Each question carries **2** marks.

1. What do you mean by the term market?
2. What is 'selling concept' of marketing?
3. What is Culture Segmentation?
4. Define marketing mix
5. What is an individual Brand?
6. What is a label?
7. What is Monopolistic competition ?
8. What is a distribution channel?
9. What is promotion mix?
10. What is Out Door Advertising?
11. How marketing research can help in pricing?
12. What is primary data

(10×2=20)

Part B

Answer any **six** questions.

Each question carries **5** marks.

13. What are the various macro environmental factors influencing marketing?
14. What are rational product buying motives?
15. How product mix differs from product line?
16. What are the marketing mix strategies adopted at decline stage of a product?

17. What are the factors affecting a firm's pricing decision?
18. How marketing objectives of a firm influence its pricing?
19. What are the important trade sales promotion techniques?
20. What is marketing risk? What are various types of risks faced by a marketing manager?
21. Explain marketing audit?

(6×5=30)

Part C

Answer any **two** questions.

Each question carries **15** marks.

22. Explain the various factors affecting consumer behaviour
23. What is packaging? What are its functions? Explain important packaging strategies adopted by marketers in India.
24. What is pricing? Explain the steps in setting pricing. Why pricing is considered as an important function?
25. What is the importance of personal selling? Also Explain various steps involved in the selling process.

(2×15=30)