

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)