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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)