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Name.....

Reg. No.....

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

Management Studies

BBA 1MN 101—MARKETING MANAGEMENT

(2024 Admission onwards)

Time : Two Hours

Maximum : 70 Marks

**Section A***Answer all questions.**Each question carries 3 marks.**Ceiling 24 marks.*

1. What do you mean by demographic and geographic segmentation ?
2. What is meant by Marketing Management ?
3. What is digital marketing ?
4. What is meant by personal selling ?
5. What is meant by the AI marketing ?
6. What do you mean by PLC ?
7. Who are wholesalers and retailers ?
8. What is Integrated Marketing Communication ?
9. Define pricing. What is meant by psychological pricing ?
10. What is meant by pre-purchase and post-purchase consumer behaviour ?

**Section B***Answer all questions.**Each question carries 6 marks.**Ceiling 36 marks.*

11. What are the various stages or steps involved in the consumer buying process ?
12. Briefly explain the GE McKinsey matrix.

**Turn over**

13. What is meant by product differentiation ? Explain its importance.
14. Explain in detail the 4 P's of marketing.
15. Wrote notes on Sustainable marketing and Affiliate marketing.
16. Distinguish between selling and marketing.
17. What are the various factors affecting the promotion mix ?
18. What are the services offered by retailers to wholesalers and consumers ?

### Section C

*Answer any **one** question.*

*The question carries 10 marks.*

19. Distinguish between products and services. Explain the 7 P's of Service Marketing.
20. What is meant by marketing environment ? Discuss the components of the marketing environment.

(1 × 10 = 10 marks)