

**E 3769**



Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, NOVEMBER 2022**

**Fourth Semester**

Core Course—MARKETING MANAGEMENT

(2013—2016 Admissions)

Time : Three Hours

Maximum Marks : 80

**Part A (Short Answers)**

*Answer all questions.  
Each question carries 1 mark.*

Define :

- |                          |                       |
|--------------------------|-----------------------|
| 1. Product concept.      | 2. Buying motives.    |
| 3. Marketing objectives. | 4. Target market.     |
| 5. Product development.  | 6. Customer loyalty.  |
| 7. Brand personality.    | 8. Duopoly.           |
| 9. Price sensitivity.    | 10. Marketing budget. |

(10 × 1 = 10)

**Part B (Brief Answers)**

*Answer any eight questions.  
Each question carries 2 marks.*

11. What is a sample ?
12. What is primary market research ?
13. What is promotion mix ?
14. What is an advertising plan ?
15. What are two-level channels ?
16. What is penetration pricing ?
17. What are branded product labels ?
18. What is the marketing strategy used for a product in introduction stage of PLL ?
19. What are the social factors influencing consumer behaviour ?
20. What is monopolistic market structure ?

**Turn over**





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21. What is paid search advertising ?
22. What are BOGO specials ?

(8 × 2 = 16)

**Part C (Short Essays)**

*Answer any **six** questions.  
Each question carries 4 marks.*

23. Explain the factors constituting marketing environment.
24. Describe the elements of a marketing plan.
25. Discuss the importance of product life cycle in marketing.
26. Explain the importance of distribution channels.
27. Explain the marketers' benefits and drawbacks of monopoly market structure.
28. Discuss the role of sales promotion in marketing.
29. Explain the importance of marketing audit.
30. Explain the different buying motives.
31. What is a product mix ? Explain its dimensions.

(6 × 4 = 24)

**Part D (Long Essays)**

*Answer any **two** questions.  
Each question carries 15 marks.*

32. Explain the marketing research process.
33. Describe the factors affecting pricing decisions.
34. Explain the types of distribution channels.
35. What is a product ? What are its levels ?

(2 × 15 = 30)

