

**E 6469**



Reg. No.....

Name.....

**B.B.A. DEGREE (C.B.C.S.S.) EXAMINATION, MAY 2024**

**Fourth Semester**

Core Course—MARKETING MANAGEMENT

(2013–2016 Admissions)

Time : Three Hours

Maximum Marks : 80

**Part A**

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

Define :

- |                           |                                |
|---------------------------|--------------------------------|
| 1. Marketing myopia.      | 2. Inherent buying motives.    |
| 3. Marketing plan.        | 4. Demographics.               |
| 5. Packing and labelling. | 6. Customer retention.         |
| 7. Brand promise.         | 8. Market structure.           |
| 9. Market share.          | 10. Marketing risk management. |

(10 × 1 = 10)

**Part B**

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

11. What are surveys ?
12. What is the competitive advantage of marketing research ?
13. What is brand awareness ?
14. What is marketing communication ?
15. What are indirect channels of distribution ?
16. What is competitive pricing ?
17. What are information labels ?
18. What is growth stage of PLC ?
19. Describe how age determine consumer behaviour.
20. What is perfect competition ?

**Turn over**





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21. What is podcast advertising ?
22. What are flash sales ?

(8 × 2 = 16)

**Part C**

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

23. Explain the purpose of a marketing plan.
24. Describe the functions of marketing.
25. Explain the elements of marketing mix.
26. Explain the objectives of pricing.
27. Bring out the features of oligopoly.
28. Explain the types of print advertising.
29. Explain the scope of marketing risk management.
30. Explain the marketing concepts.
31. Explain sales promotion strategies.

(6 × 4 = 24)

**Part D**

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

32. Explain the scope of marketing research.
33. Describe the factors affecting consumer buying.
34. Explain the pricing strategies.
35. Discuss the advantages of branding.

(2 × 15 = 30)

