

**C 23263**

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Name.....

Reg. No.....

**FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2017**

(CUCBCSS-UG)

Core Course

**BBA IVB 05—MARKETING MANAGEMENT**

Time : Three Hours

Maximum : 80 Marks

**Part I**

*Answer all questions.*

1. Higher - end automobiles follow ——— method of pricing.
  - (a) Penetrating.
  - (b) Skimming.
  - (c) Mark Up.
  - (d) None of the above.
2. Which among the following is not a stage in product life cycle ?
  - (a) Introduction.
  - (b) Communication.
  - (c) Growth.
  - (d) Maturity.
3. A brand is a :
  - (a) Name.
  - (b) Term.
  - (c) Sign.
  - (d) Design
  - (e) All of these.
4. A firm's pricing objectives consider :
  - (a) Survival of the firm.
  - (b) Profit.
  - (c) Market share.
  - (d) All of these.
5. Market means :
  - (a) Higher Production.
  - (b) Exchange of goods and services.
  - (c) A place, where buying and selling takes place.
  - (d) Introduction of new modes of life.
6. People with large businesses and wealthy corporate executives belong to ——— class of consumers.

**Turn over**

7. The factors such as the age, sex, lifecycle stage, occupation, economic conditions personality etc. which affect the buying decision process are grouped as ——— factors.
8. In demographic segmentation, the market is divided into groups based on ———.
9. The course of a Product's Sales and profits over its life time is termed as its.
10. Marketing without intermediaries is known as ——— marketing.

(10 × 1 = 10 marks)

### **Part II (Short Answer Questions)**

*Answer any **eight** questions.*

11. What is product mix ?
12. Bringout the concept of brand rejuvenation.
13. Define marketing management.
14. Explain Maslow's theory of motivation.
15. What are convenience goods ?
16. What is mark up pricing ?
17. Define Personal selling.
18. What is Market penetration strategy ?
19. What is Psychographic segmentation ?
20. Define labelling.

(8 × 2 = 16 marks)

### **Part III (Short Essays)**

*Answer any **six** questions.*

21. What do you mean by buying motives ? Explain various types of buying motives.
22. What is marketing mix ? What are its components ?
23. Explain the concept of product life cycle.
24. Explain the stages in buying decision process.
25. Describe different pricing policies.
26. Bring out different types of Advertising.
27. Explain the functions of marketing channels.
28. Explain Promotion mix.

(6 × 4 = 24 marks)

**Part IV (Long Essays)***Answer any two questions*

29. Give the meaning and benefits of market segmentation. Discuss the bases and different kinds of market segmentation.
30. Explain various kinds of pricing methods.
31. Who is a middleman ? Explain classification of middlemen.

(2 × 15 = 30 marks)