

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2016

(CUCBCSS—UG)

Core Course

BBA IVB 05—MARKETING MANAGEMENT Maximum 80 Marks

Time : Three Hours

Part I*Answer all questions.*

Which one of the following is an element of advertising ?

- (a) Non - Personal Communication. (b) Personal Communication.
(c) Both (a) and (b). (d) Informal communication.

Groups having a direct influence on a person are called as _____

- (a) Social groups. (b) Membership groups.
(c) Informal groups. (d) Formal groups.

3. Modern Marketing concept lays greater importance on the freedom of the _____

- (a) Producer. (b) Seller.
(c) Advertiser. (d) Consumer.

4. A firm's pricing objectives consider :

- (a) Survival of the firm. (b) Profit.
(c) Market share. (d) All of these.

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. The process of exhibiting important information on the product's package is _____

Turn over

7. _____ is a silent salesman.
8. in _____, the firm introduces more items to the product line, to plug certain gaps in its current range of offers.
9. _____ is a pictorial symbol intended to communicate with consumers.
10. In _____ different products of the company are marketed under one brand name.

(10 x 1 = 10 marks)

Part II (Short Answer Questions)

*Answer any **eight** questions.*

11. What is mark up pricing ?
12. Define Personal Selling.
13. What is Market penetration strategy ?
14. What is **Psychographic** segmentation ?
15. Define labelling.
16. What is a channel of distribution ?
17. Who is a wholesaler ?
18. What is promotion Mix?
19. Define a brand ?
20. What is brand equity ?

(8 x 2 = 16 marks)

Part III (Short Essays)

*Answer any **six** questions.*

21. Describe different pricing policies.
22. Bring out different types of Advertising.
23. Explain the functions of marketing channels.
24. Explain Promotion mix.
25. Differentiate between Selling and Marketing.
26. Explain the bases of Market Segmentation,
27. Discuss various pricing strategies.
28. Explain the functions of marketing channels.

(6 x 4 = 24 marks)

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

29. Who is a middleman ? Explain classification of middlemen.
30. Explain the factors influencing the consumer buying behavior.
31. Describe the environmental factors influencing the marketing management of a firm.

(2 x 15 = 30 marks)