

QP Code:U24A061

Reg. No : .....

Name : .....

**ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20**

**I SEMESTER BBA (FYUGP) DEGREE EXAMINATION, November 2024**

**BBA1CJ102 : MARKETING MANAGEMENT**

**2024 Admission Onwards**

**(Credits: 4)**

Time : 2 Hours

Maximum Marks : 70

**Section A**

*[Answer all. Each question carries 3 Marks] (Ceiling: 24 Marks)*

1. How would you segment a market for a new product launch? [BTL3]
2. Evaluate the strength and weakness of production concept in today's market. [BTL4]
3. Analyze the impact of social media on consumer behavior and marketing. [BTL4]
4. Compare BCG Matrix and GE Matrix. [BTL4]
5. What is Undifferentiated Marketing Strategy? [BTL1]
6. Develop a differentiation strategy for a new product launch. [BTL3]
7. What is Advertising Media? Give examples. [BTL1]
8. What are Convenience Goods? Give examples. [BTL1]
9. Explain the concept of pricing and its role in marketing mix. [BTL2]
10. Discuss the Value Proposition and identify the key elements of a Value Proposition statement. [BTL2]

**Section B**

*[Answer all. Each question carries 6 Marks] (Ceiling: 36 Marks)*

11. Identify the stages in buying decision process. [BTL1]
12. Explain how the behavioral segmentation helps in identifying consumer needs. [BTL2]
13. Develop a product positioning strategy using two techniques. [BTL3]
14. Identify the elements of the Promotion mix. [BTL1]
15. Design a distribution channel that incorporates intermediaries to deliver a product to customers. [BTL3]
16. Analyze the impact of Product Life Cycle on marketing mix decisions. [BTL4]
17. Develop a service blueprint for a company, highlighting the key service characteristics that influence customer experience. [BTL3]
18. Evaluate a sustainable marketing campaign's success. [BTL5]

**Turn Over**

**Section C**

*[Answer any one. Each question carries 10 Marks] (1x10=10 Marks)*

19. Apply the 7PS to create a marketing strategy for a retail store. [BTL3]

20. Evaluate the concept of AI Marketing and what are its advantages and disadvantages. [BTL5]

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