QP Code: U25DRIS047

Reg. No : .....
Name : .....

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

I SEMESTER (FYUGP) DEGREE EXAMINATION, NOVEMBER 2025
(Regular/Improvement/Supplementary)
BBA
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. Explain Marketing Concept.
2. Define Target Marketing.
3. What you mean by Consumer goods?
4. Explain Sustainable Marketing.
5. Discuss the term Value Proposition and identify the key elements of a Value Proposition statement.
6. Analyze the impact of social media on consumer behavior and marketing.
7. Determine the various product strategies can adopt during the introduction stage of PLC.
8. What are the strength and weaknesses of advertising?
9. Determine the importance of Product Differentiation.
10. Show the difference between Physical distribution and Channel of distribution.

Section B

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

11. Evaluate the different techniques of product positioning?
12. Determine the characterstics of Services.
13. Examine the advantages and disadvantages of AI Marketing.
14. Analyze the different pricing strategies and its importance in achieving marketing objectives.
15. Evaluate the merits and demerits of BCG Matrix.

Turn Over

16. Identify the elements of the Promotion mix.
17. Identify the stages in buying decision process.
18. List out the 7Ps of Service Marketing.

Section C

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

19. Define Marketing. Assess the nature and scope of Marketing.
20. Define Market Segmentation. Analyze the various bases or methods of market segmentation.

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