

**FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2018**

(CUCBCSS—UG)

BBA IV B 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Part I***Answer all questions.*

1. Marketing is a \_\_\_\_\_ process.
  - (a) Goal oriented.
  - (b) Exchange.
  - (c) Social.
  - (d) All of these.
2. \_\_\_\_\_ simply refers to product planning.
  - (a) Merchandising.
  - (b) Assembling.
  - (c) Research and development
  - (d) None of these.
3. Marketing is applicable in \_\_\_\_\_.
  - (a) Goods.
  - (b) Events.
  - (c) Property.
  - (d) All of these.
4. Which of the following is not a main objective of personal selling ?
  - (a) Generate sales.
  - (b) Build awareness and appreciation for the product.
  - (c) Create personal contact.
  - (d) None of these.
5. \_\_\_\_\_ is not a dealer promotion scheme.
  - (a) Free goods.
  - (b) Trade allowance.
  - (c) Coupons.
  - (d) All of these.
6. The retailer sells goods in \_\_\_\_\_.
7. A major portion of the rural population consists of \_\_\_\_\_ income groups.

**Turn over**

8. Setting price on the basis of the competition for the product is known as \_\_\_\_\_.
9. \_\_\_\_\_ means the set of marketing intermediaries through which the goods flow.
10. Warehousing creates \_\_\_\_\_ utility.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

*Answer any eight questions.*

11. What is consumer behaviour ?
12. What is sales promotion ?
13. What is place mix ?
14. Define marketing mix.
15. What is product packing ?
16. What is market Segmentation ?
17. Define price.
18. What is physical distribution ?
19. What are discount stores ?
20. Define promotion.

(8 × 2 = 16 marks)

### Part III (Short Essays)

*Answer any six questions.*

21. How does marketing mix concept help the business firms ?
22. Explain the characteristics of a good brand.
23. How would you develop a pricing strategy for a new product ?
24. What are the functions of packaging ?
25. What are the elements of marketing mix ?
26. What are the variables of price mix ?
27. What are the limitations of sales promotion ?
28. What are the factors that affect the promotion mix ?

(6 × 4 = 24 marks)

**Part IV (Long Essays)**

*Answer any two questions.*

29. What is product life cycle ? What are the different stages involved in the product life cycle ?  
Mention its features.
30. Explain the evolution of marketing concept.
31. Describe advantages of market Segmentation.

(2 × 15 = 30 marks)