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Name.....

Reg. No.....

SECOND SEMESTER B.Com./B.B.A. DEGREE EXAMINATION, APRIL 2020

(CBCSS—UG)

B.B.A.

BBA 2B 03—MARKETING MANAGEMENT

(2019 Admissions)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A

Answer all questions.

1. Define Marketing Management.
2. What are Convenience Goods ?
3. What is viral marketing ?
4. What are the functions of marketing ?
5. What do you mean by brand equity ?
6. What is test marketing ?
7. What do you mean by psychological pricing ?
8. What is post purchase dissonance ?
9. What is a Label ?
10. What is meant by premium offer ?
11. Distinguish trade mark from brand.
12. What is demarketing ?
13. What is penetration pricing ?
14. What is advertisement copy ?
15. Who is a middleman ?

(15 × 2 = 30, Maximum ceiling 25 marks)

Turn over

**Part B**

*Answer all questions.*

16. State the objectives of marketing ?
17. Define Market Segmentation. Discuss the different kinds of market segmentation.
18. Enumerate briefly the functions performed by packaging.
19. Discuss briefly the stages of Product Life Cycle.
20. Bring out the recent trends in marketing.
21. What is physical distribution ? What are its importance ?
22. Describe the steps involved in product positioning.
23. Explain the factors influencing pricing policies.

(8 × 5 = 40, Maximum ceiling 35 marks)

**Part C**

*Answer any two questions.*

24. Bring out the scope of marketing management.
25. What are the functions and services rendered by retailers ?
26. Explain the elements of promotional mix.

(2 × 10 = 20 marks)