



21101916

QP CODE: 21101916

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, AUGUST 2021

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT12 - MARKETING MANAGEMENT

2017 Admission Onwards

E68FE9CA

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is buying function?
2. How occupation influence consumer behaviour?
3. Define marketing plan.
4. What is marketing mix?
5. What is maturity stage in PLC?
6. What is discount packing?
7. What is Loss Leader Pricing?
8. Write any two features of market structure.
9. What is Financial Advertising?
10. What is personal selling?
11. Who is a Mystery shopper?
12. What is Demand Risk?

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain different types of market.
14. What is societal marketing concept?





15. What are the different types of brands?
16. What are the functions of labelling?
17. What are objectives of pricing policies?
18. What are the internal factors affecting a firm's pricing decision?
19. What are the elements of promotion mix?
20. Define marketing research. Show its importance.
21. What are the uses of marketing research?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the need and importance of market segmentation. Discuss the various bases used for segmenting markets.
23. Define product. Explain different types of products.
24. Explain various types of marketing distribution channels used to reach the final user of a product. Also discuss various functions performed by wholesalers and retailers.
25. Discuss the major consumer and trade sales promotional techniques practiced by Indian marketers.

(2×15=30)

