



QP CODE: 21100441



21100441

Reg No :

Name :

BBA DEGREE (CBCS) EXAMINATION, MARCH 2021

Third Semester

Bachelor of Business Administration

Core Course - BA3CRT12 - MARKETING MANAGEMENT

2017 Admission Onwards

5DB2B872

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

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

1. What is Modern Concept of marketing?
2. Define market segmentation
3. What is a reference group?
4. What are 4 P's of marketing?
5. What are industrial goods?
6. What is Coupon-Pack
7. Define pricing.
8. What is perfect competition?
9. What is Business-to-Business Advertising?
10. What are consumer direct channels used for direct marketing ?
11. Write any two areas in which a marketer can use marketing research
12. What is marketing risk?

(10×2=20)

Part B

*Answer any **six** questions.*

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

13. How industrial market differs from consumer market?
14. What are emotional patronage buying motives?





15. What are the drawbacks of branding?
16. What are the things to be considered while selecting a label for the product?
17. What are the external factors affecting a firm's pricing decision?
18. What is the importance of distribution channel?
19. Explain in detail 'Promotion Function' of marketing.
20. What is a market research design?
21. What are the characteristics of marketing audit?

(6×5=30)

Part C

*Answer any **two** questions.*

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

22. Explain the various functions of marketing.
23. Explain product Life cycle. What are the marketing strategies that may be used at various stages of product life cycle"?
24. Why pricing is considered as an important function? Briefly explain the various pricing methods available for Indian marketers, with suitable illustrations.
25. Discuss the main objectives of sales promotion. Explain some of the sales promotion methods directed at consumers, which can be used by a detergent manufacturer.

(2×15=30)

