

B.B.A. DEGREE EXAMINATION, APRIL 2019
II Year IV Semester
Marketing Management

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define Marketing Management.
2. What is meant by Marketing Mix?
3. Define Product.
4. What is Branding?
5. What are the Pricing Objectives?
6. What is meant by Pricing Policies?
7. Define Promotional Mix.
8. What do you mean by Public Relation?
9. Define Distribution Mix.
10. What are Marketing Channels?
11. Define Market Segmentation.
12. What are Capital Goods?

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. What are the factors influencing buyer behavior?
14. Describe the stages in Product Life Cycle.
15. Mention the various methods of Pricing.
16. What are the various Sales Promotion Strategies?
17. Write the Channel Functions in Distribution Mix.
18. What do you mean by Targeting and Positioning?
19. Differentiate Publicity from Advertising.

Section C ($2 \times 15 = 30$) Marks

Answer any **TWO** questions

20. Define Market Segmentation. Write in detail the bases for Market Segmentation.
21. Explain in detail the process of New Product Development.
22. Mention in detail the various forms of Promotion.
23. Discuss in detail the various kinds of Marketing Channels.

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