

**B.B.A. DEGREE EXAMINATION, APRIL 2019**  
**I Year II Semester**  
**MARKETING MANAGEMENT**

**Time : 3 Hours**

**Max.marks :75**

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

Answer any **TEN** questions

1. What is meant by marketing?
2. Explain marketing mix.
3. Define market Segmentation.
4. What do you mean by a new product?
5. What is consumer goods?
6. What is meant by penetration pricing?
7. What is product life cycle?
8. What is meant by positioning?
9. Write a note on sales promotion.
10. Mention two characteristics of personal selling.
11. Mention the levels of channels of distribution.
12. What is meant by publicity?

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

Answer any **FIVE** questions

13. Explain the importance of marketing.
14. Explain the factors influencing buying behaviour.
15. Explain the various stages of product life cycle with suitable examples.
16. Explain the factors influencing pricing decisions.
17. Bring out the differences between publicity and public relations with examples.
18. Explain the sales promotion methods at consumer level.
19. What are the factors to be considered in selecting a channel?

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

Answer any **TWO** questions

20. Discuss the various methods of market segmentation.
21. Explain the stages involved in new product development process.
22. Explain the various kinds of pricing.
23. Who are middlemen? Discuss the statement : "The middlemen can be eliminated, but his functions cannot".

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