

B.B.A DEGREE EXAMINATION, NOVEMBER 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. Define Marketing Management.
2. List the traditional P's of Marketing Mix.
3. What are Industrial goods?
4. Define labelling.
5. What do you mean by penetrating price?
6. Define personal selling.
7. Give any three objectives of advertising.
8. Define Positioning.
9. Who are all called as intermediaries in distribution?
10. What is Sales promotion?
11. Define Packaging.
12. When a distribution is called as two channel distribution?

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

Answer any **FIVE** questions

13. Explain the various functions of Marketing.
14. Analyse the process of new product development and explain it briefly.
15. List out the various factors that influence pricing decision.
16. Mention the merits and demerits of Sales promotion.
17. Bring out the different functions of salesmanship.
18. Analyse the various factors to be considered while selecting the channel of distribution.
19. Why market segmentation is important? Discuss.

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

Answer any **TWO** questions

20. Explain in detail manner about the factors influencing buyer behaviour.
21. List the various stages of product life cycle with diagram and explain them.
22. What are the various methods of pricing a product? Explain.
23. Why channels of distribution are important? Explain the various types of marketing channels.

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