

B.B.A DEGREE EXAMINATION, APRIL 2020
II Year IV Semester
Marketing Management

Time : 3 Hours

Max.marks :75

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

Answer any **TEN** questions

1. What do you understand by the word market?
2. What do you mean by marketing?
3. What is differentiated marketing?
4. What is meant by product modification?
5. What is product line?
6. What do you mean by skimming price?
7. Write two objectives of pricing?
8. What is personal selling?
9. What is public relation?
10. What is Channel of distribution?
11. What is branding?
12. What do you mean by sales promotion?

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

Answer any **FIVE** questions

13. Explain the different kinds of markets.
14. Describe the classification of goods.
15. Explain the concept of product life cycle.
16. Discuss the factors that influence buying decision.
17. Describe the different media of Advertising.
18. Bring out the difference between personal selling and advertising.
19. What are the factors you consider as important in deciding channel members?

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

Answer any **TWO** questions

20. Discuss the importance of market segmentation in developing a marketing strategy.
21. Describe about the different methods of pricing with examples.
22. Explain the different kinds of Advertising.
23. You can eliminate middlemen but you cannot eliminate the functions of middlemen". Explain.

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