

B.B.A DEGREE EXAMINATION, APRIL 2020
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.
2. What is Marketing Mix?
3. What is Demographic Segmentation?
4. Define Product.
5. What is labelling?
6. What is Penetration pricing?
7. Does price factor influence a customer to buy?
8. What is AIDA in advertising?
9. Define Advertising materials?
10. What is Sales Promotion
11. What is Channel of Distribution?
12. What is Industrial Store?

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

Answer any **FIVE** questions

13. Discuss the role of marketing in Business.
14. Explain the need of segmentation.
15. Explain the steps in New Product Development.
16. Discuss the elements of pricing policy.
17. Enumerate the importance of personal selling.
18. Examine the major factors to be considered for selecting channels of distribution for industrial goods.
19. Briefly explain the different media of advertising.

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

Answer any **TWO** questions

20. Discuss the relationship between marketing and other functional areas.
21. Explain the various functions of branding.
22. Examine the characteristics of an effective advertisement.
23. Discuss the objectives and importance of physical distribution

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