

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai — 600 044.

B.B.A. END SEMESTER EXAMINATIONS APRIL-2023

SEMESTER - IV

20UBACT4010 - Marketing Management

Total Duration : 2 Hrs. 30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. State the importance of marketing management.
2. Explain the need and basis of market segmentation.
3. Classify industrial goods and capital goods in marketing management.
4. Describe the product life cycle in detail.
5. Explain the factors influencing the pricing decisions.
6. Interpret the different methods of pricing and give a suitable example.
7. Explain the advantages and limitations of sales promotion.
8. Determine various kinds of marketing channels.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Explain the factors influencing buying behaviour.
10. Prepare branding, labelling, and packaging of a product you wish to market.
11. Examine the pricing policies and procedures.
12. Classify the kinds of salesmanship.
13. Evaluate the factors to be considered in selecting a channel of distribution.

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