

**QP CODE**

**H1131**

Enrollment Number: .....

Name: .....

**BA DEGREE EXAMINATIONS, MARCH 2026**  
**Third Semester**  
**B.A Nano Entrepreneurship**  
**B23NE02AN – Marketing Management**  
**(2024 July Admissions)**

**Time: 3 Hours**

**Max Marks: 70**

**Section A**

**Answer any ten of the following questions in a word or sentence each. Each question carries 1 mark.**

1. What is meant by Marketing?
2. Write the meaning of Promotion.
3. Who is a customer?
4. What is Satisfaction?
5. Explain Retail Marketing.
6. What is the modern concept of Marketing Mix?
7. Write the meaning of Digital Marketing.
8. What are Durable Goods?
9. Write the examples of Green Marketing.
10. Define Advertisement.
11. Elaborate on the concept of Differential Pricing.
12. What is Labelling?
13. Explain Personality.
14. Write the first stage of Consumer Decision Making Process?
15. Who is a Retailer?
16. What are Specialty Goods?

**(1X10=10)**

**Section B**

**Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.**

17. Write the components of Microenvironment?
18. Explain two features of Product?

19. Write the term Logistics.
20. What are the functions of Packaging?
21. Write a note on Channels of Distribution.
22. List out the importance of Green Marketing.
23. Differentiate Publicity & Public relations.
24. Write the importance of Influencer Marketing.
25. Describe Social Marketing.
26. Discuss Major Challenges in Supply Chain Management.

**(2X5=10)**

### **Section C**

**Answer any four of the following questions in one page each. Each question carries 5 marks.**

27. Explain the Nature of Marketing.
28. Discuss the functions of Physical Distribution.
29. Analyse various classification of Product.
30. Evaluate the components of Promotion Mix.
31. Briefly Explain Market Segmentation.
32. Characteristics of Entrepreneurial Marketing.
33. Identify the Emerging trends in Distribution.
34. Briefly explain Supply chain Management.

**(5X4=20)**

### **Section D**

**Answer any two of the following questions in four pages each. Each question carries 15 marks.**

35. Describe the detail Functions of Marketing with suitable examples.
36. Analyze new Recent Trends in Marketing.
37. Evaluate the Nano & Small Business in Kerala.
38. Briefly explain Describe the product based on user status.

**(15X2=30)**