

QP CODE

A4039

Enrollment Number:

Name:

B.B.A DEGREE EXAMINATIONS, DECEMBER 2024

Second Semester

B.B.A

B21BB03DC – Marketing Management

(2023 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. Define Marketing.
2. Who is the father of modern marketing?
3. What do you meant by micro environment?
4. Which environment consists of factor like inflation rate, unemployment and interest rate?
5. What is consumer behaviour?
6. What do you meant by geographic segmentation?
7. What is a product?
8. What is an intangible activity termed as?
9. What is pricing?
10. What do you meant by Promotion mix?
11. What do you meant by consumer sales promotion?
12. Define Warehousing.
13. What is global marketing?
14. How many Ps are in the expanded service marketing mix?
15. What is De-marketing?

(1X10=10)

Section B

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

16. What is Social marketing concept?
17. What are the components of macro environment?

18. Briefly explain demographic segmentation.
19. What is Packaging?
20. What do you meant by Price skimming?
21. What is social marketing?
22. What do you meant by green product?
23. What is viral marketing?
24. What are the limitations of online marketing?
25. What is Service?

(2X5=10)

Section C

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

26. Discuss the components of micro environment.
27. Discuss the features of a product.
28. What are the advantages of packaging?
29. Describe different kinds of branding.
30. Briefly explain the factors influencing price determination of a product.
31. Explain the objectives of sales promotion.
32. What are the primary functions of physical distribution?
33. What is Meta marketing? Explain it's advantages.

(5X4=20)

Section D

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

34. Discuss the steps involved in Product development.
35. What is branding? Explain the advantages of brand names to organisation and customers.
36. What is sales promotion? Describe the different methods used for sales promotion.
37. What is global marketing? Explain its importance and limitations in detail.

(15X2=30)