

(6 Pages)

Reg. No. :

Code No. : 30689 E Sub. Code : CMBA 42

B.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2024.

Fourth Semester

Business Administration – Core

MARKETING MANAGEMENT

(For those who joined in July 2021 – 2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. The social aspect of marketing is to ensure _____
- (a) Price
 - (b) Demand
 - (c) Low price with high quality
 - (d) Service goods

2. _____ factors are the environmental factors concerned with the changes in people's values, lifestyles, and family roles
- (a) Political
 - (b) Demographic
 - (c) Socio-cultural
 - (d) Economic
3. _____ refers to the buying behavior of final consumers
- (a) Consumer behavior
 - (b) Consumer interest
 - (c) Consumer attitude
 - (d) Consumer perception
4. _____ are used in digital marketing
- (a) Electronic devices
 - (b) Internet
 - (c) Both (a) and (b)
 - (d) None of the above
5. Which of these products is an example of a consumer good?
- (a) A bottle soap powder
 - (b) A washing machine repair service
 - (c) A drink can filling machine
 - (d) The design of an advertisement for computers

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6. Which of the following would be a key success factor in developing new products?
- (a) a well-defined product concept
 - (b) a product priced well below market or industry standards
 - (c) a product that appeals to the late majority
 - (d) a product that can be sold over the Internet with a minimum of explanation
7. Reduced prices to those who buy services or merchandise out of season is known as _____
- (a) Seasonal discount
 - (b) Functional discount
 - (c) Allowance
 - (d) None of the above
8. _____ is a distribution strategy that strives to have the firm represented in the maximum number of outlets
- (a) Direct Distribution
 - (b) Indirect Distribution
 - (c) Exclusive Distribution
 - (d) Intensive Distribution
9. _____ is a non-paid form of promotion
- (a) Advertising
 - (b) Direct Marketing
 - (c) Sales Promotion
 - (d) Publicity

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10. Searching and identifying potential buyers for a product is _____
- (a) Selling
 - (b) Prospecting
 - (c) Compelling
 - (d) Canvassing

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) Describe the importance of marketing.

Or

- (b) Write a note on market targeting.

12. (a) Who are online consumers?

Or

- (b) Explain the features of Relationship marketing.

13. (a) Describe the different levels of product.

Or

- (b) State the significance of branding.

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[P.T.O.]



14. (a) What are the objectives of pricing?

Or

- (b) What are the advantages of distribution channels?

15. (a) Give an account of the promotional mix elements.

Or

- (b) What do you mean by Interactive marketing?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) What are the functions of marketing? Explain.

Or

- (b) Explain the basis of market segmentation.

17. (a) What are the different types of consumer behavior?

Or

- (b) Explain the benefits of Green marketing.

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18. (a) Explain the stages of product life cycle.

Or

- (b) Describe the new product development process.

19. (a) Describe the different methods of pricing.

Or

- (b) Suggest ways to overcome channel conflicts.

20. (a) Explain the personal selling process.

Or

- (b) Describe the factors affecting promotion mix.

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