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B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2012.

Fifth Semester

Business Administration – Main

MARKETING MANAGEMENT

(For those who joined in July 2008 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

1. The end of all marketing activities is
 - (a) Earning more and more profit
 - (b) Increasing sales volume
 - (c) Satisfaction of human wants
 - (d) To achieve more sales

2. _____ is total system of business activities planned to design, price, promote and distribute want-satisfying goods to present and potential customers.
 - (a) Selling
 - (b) Buying
 - (c) Marketing
 - (d) Assembling
3. A brand name which neither relates to the product nor to producer is
 - (a) Arbitrary name
 - (b) Coined name
 - (c) Descriptive name
 - (d) Suggestive name
4. The function of packaging is
 - (a) Product protection
 - (b) Product identification
 - (c) Product convenience
 - (d) All the above
5. _____ is given by the manufacturers to the wholesalers and retailers for performing marketing functions.
 - (a) Trade discount
 - (b) Quantity discount
 - (c) Cash discount
 - (d) Unit discount
6. _____ is the price set by the management after considering all relevant factors.
 - (a) Price lining
 - (b) Administered pricing
 - (c) Customary pricing
 - (d) Dual pricing

7. _____ is a retailing business unit featuring durable consumer items competing on the basis of price appeal and with minimum of customer service.
- (a) Commission house (b) Discount House
(c) Branch house (d) Indent house
8. The policy of the manufacturer to use as many outlets as possible in as many places as possible is
- (a) Intensive distribution
(b) Selective distribution
(c) Exclusive distribution
(d) Primary distribution
9. The advertisement copy which does not try to sell a product but aims to sell the public some idea on the firm in general, on the quality of its products, its quality, etc. is called
- (a) Missionary copy (b) Pioneering copy
(c) Goodwill copy (d) Descriptive copy
10. Which one of the following is a method of outdoor advertising?
- (a) Television (b) Film
(c) Window display (d) Sky advertising

PART B — (5 × 5 = 25 marks)

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

11. (a) Explain the concept of marketing.
- Or
- (b) Write short notes on:
- (i) Perception and
(ii) Learning.
12. (a) What are the methods with which the product-mix could be altered?
- Or
- (b) Explain the functions performed by branding.
13. (a) Write short notes on:
- (i) Penetration pricing
(ii) Customary pricing.
- Or
- (b) Distinguish between cost-oriented pricing policy and demand-oriented pricing policy.
14. (a) Explain the special features of chain stores.
- Or
- (b) Write short note on exclusive distribution and explain its advantages.

15. (a) Distinguish between advertising and publicity.

Or

- (b) Explain the different classification of advertisement copy.

PART C — (5 × 8 = 40 marks)

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

16. (a) Explain the concept of marketing mix and its implications.

Or

- (b) Discuss the role of marketing as an instrument of economic development in a developing country like India.

17. (a) Define product policy and explain the various elements of product policy.

Or

- (b) What is meant by product life cycle? Explain its concepts with examples.

18. (a) What is meant by price discrimination? Explain the different forms of price discrimination.

Or

- (b) Elaborately discuss the various pricing methods.

19. (a) Explain the factors determining the choice of a suitable channel of distribution.

Or

- (b) Define retailers and explain their functions and types.

20. (a) How will you evaluate the effectiveness of advertising?

Or

- (b) Explain the different types media available for advertising.
