

(6 pages)

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B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2017.

Fifth Semester

Business Administration – Main

MARKETING MANAGEMENT

(For those who joined in July 2012-2015)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer.

1. Marketing is intended to create
(a) sales (b) revenue
(c) customer delight (d) competition
2. Marketing _____ elements shape the marketing strategies.
(a) management (b) mix
(c) function (d) process

3. _____ is the basic version of the actual physical product.

(a) Generic (b) Core
(c) Expected (d) Augmented

4. Which of the following is the main function of packaging?

(a) Protection
(b) Aesthetic appeal
(c) Easy to handle
(d) All the above

5. Which pricing will maximize the profits?

(a) Monopoly pricing
(b) Prestige pricing
(c) Cost plus pricing
(d) Negotiated pricing

6. Fixing high initial price is known as _____ price.

(a) Penetration (b) Mark-up
(c) Psychological (d) Skimming

Page 2 Code No. : 12681



7. _____ exists when a product marketer also operates their own retail outlets.

- (a) Direct marketing
- (b) Direct retail
- (c) Direct selling
- (d) Assisted marketing

8. A three level channel may be most useful in

- (a) FMCG (b) Durables
- (c) Textiles (d) Furniture

9. Sales promotional activities are directed to

- (a) ultimate consumer
- (b) industrial consumer
- (c) middlemen
- (d) all the above

10. Direct marketing is otherwise known as

- (a) word mouth
- (b) wall posters
- (c) personal selling
- (d) contest

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) How does marketing benefits the society?

Or

(b) What are the conditions essential for successful market segmentation?

12. (a) Mention the features of a product.

Or

(b) Explain the elements of product planning and development.

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

Or

(b) How do you differentiate between penetration and skimming price?

14. (a) What are the functions of channels?

Or

(b) State the factors to be considered while selecting channel members.



15. (a) Explain the process of sales promotion.

Or

- (b) Briefly explain the elements of promotion mix.

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) Explain the functions of Marketing.

Or

- (b) What are the factors influencing buyer behaviour?

17. (a) Discuss the marketing strategies adopted for the different stages of Product Life Cycle.

Or

- (b) Discuss the various functions of packaging.

18. (a) Explain the procedure for price determination.

Or

- (b) Briefly explain different kinds of pricing.

Page 5 Code No. : 12681

19. (a) What are the qualities to be looked while selecting dealers?

Or

- (b) List out the services of wholesaler to retailers.

20. (a) Discuss the factors that affect promotion mix.

Or

- (b) Explain the layout of an advertisement.
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Page 6 Code No. : 12681

