

(6 pages)

Reg. No. : .....

**Code No. : 30630 E      Sub. Code : CMBA 42**

**B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2023.**

**Fourth Semester**

**Business Administration - Core**

**MARKETING MANAGEMENT**

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

**PART A — (10 × 1 = 10 marks)**

**Answer ALL questions.**

Choose the correct answer:

1. Marketing is a process which aims at

- (a) Production
- (b) Profit-making
- (c) Satisfaction of customer needs
- (d) Selling products

2. The starting point for discussing segmentation is \_\_\_\_\_

- (a) Segregation                      (b) Positioning
- (c) Both                                (d) None

3. \_\_\_\_\_ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use

- (a) Consumer behavior   (b) Consumer interest
- (c) Consumer attitude   (d) Consumer perception

4. The objective of relationship marketing is \_\_\_\_\_

- (a) Customer satisfaction
- (b) Customer dissatisfaction
- (c) Customer retention
- (d) Customer delight

5. Which stage of the product lifecycle is marked by falling costs and rising revenues?

- (a) Introduction stage
- (b) Growth stage
- (c) Maturity stage
- (d) Saturation stage

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6. The usual source for new products is  
 (a) Marketing research  
 (b) R and D  
 (c) Accidental discoveries  
 (d) Sales
7. Value pricing focuses on \_\_\_\_\_  
 (a) Low price (b) High quality  
 (c) Both (a) and (b) (d) None of the above
8. \_\_\_\_\_ is a distribution system that involves territorial protection for authorised dealers.  
 (a) Direct Distribution  
 (b) Indirect Distribution  
 (c) Exclusive Distribution  
 (d) Intensive Distribution
9. Advertisement promotes \_\_\_\_\_  
 (a) Purchases (b) Production  
 (c) Sales (d) Price
10. \_\_\_\_\_ is popularly known as free form of promotion  
 (a) Advertisement (b) Publicity  
 (c) Personal Selling (d) Marketing

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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 nature of marketing.  
 Or  
 (b) State the need for market segmentation.
12. (a) Who are general consumers? Give their characteristics.  
 Or  
 (b) Describe digital marketing.
13. (a) Explain the different levels of product.  
 Or  
 (b) List out the benefits of branding.
14. (a) State the objectives of pricing.  
 Or  
 (b) What are the causes of channel conflicts?
15. (a) Describe the 5 M's advertising.  
 Or  
 (b) What do you mean by word of mouth marketing?

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PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)  
Each answer should not exceed 600 words.

16. (a) Explain the functions of marketing.

Or

- (b) Describe the components of marketing environment.

17. (a) Discuss the factors influencing consumer behaviour.

Or

- (b) Explain the significance of Relationship marketing.

18. (a) Describe the key elements of product mix.

Or

- (b) Explain the new product development process.

19. (a) What are the different methods of pricing? Explain.

Or

- (b) Analyse the factors to be considered in selecting a channel.

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20. (a) Explain the elements of promotion mix.

Or

- (b) Describe the personal selling process.
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