

(6 Pages)

Reg. No. :

Code No. : 20729 E Sub. Code : AMBA 42

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2022

Fourth Semester

Business Administration — Core

MARKETING MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. ——— concept is based on those companies who believe in this philosophy that quality of goods or services of good standard can easily attract customers.
- (a) Marketing concept
 - (b) Production concept
 - (c) Product concept
 - (d) Selling concept

2. What is the last stage of the consumer decision process?
- (a) Problem recognition
 - (b) Purchase
 - (c) Post purchase behaviour
 - (d) Alternative evaluation
3. Readiness stage and attitude towards product are major segmentation variable in which category
- (a) Geographic (b) Behavioral
 - (c) Demographic (d) Psychographic
4. ——— is the process of evaluating each market segment's attractiveness and selecting one or more segment to enter.
- (a) Mass marketing
 - (b) Market segmentation
 - (c) Market targeting
 - (d) Market positioning
5. The consumer's estimate of the product's overall capacity to satisfy his or her need is called ———
- (a) Product cost (b) Product value
 - (c) Product need (d) Product satisfaction

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6. The most basic level of a product is called the _____
- (a) core product
 - (b) central product
 - (c) fundamental product
 - (d) augmented product
7. Price is the only element in the marketing mix that produces _____
- (a) Fixed cost (b) Expense
 - (c) Variable cost (d) Revenue
8. _____ is a distribution system in which the ultimate buyer acquires the title directly from the manufacturer of the product.
- (a) Direct distribution
 - (b) Indirect distribution
 - (c) Exclusive distribution
 - (d) Intensive distribution
9. A consumer contest is an example of _____
- (a) Personal selling (b) Advertising
 - (c) Sales promotion (d) Publicity

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10. Newsletters, catalogues and invitations to organization-sponsored events are most closely associated with the marketing mix activity of _____
- (a) Pricing
 - (b) Distribution
 - (c) Promotion
 - (d) Product development

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Explain the importance of marketing.
- Or
- (b) What are the different kinds of buyers?
12. (a) Explain the various approaches of market segmentation.
- Or
- (b) Distinguish between product position and brand position.

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13. (a) How do you classify products?

Or

(b) State the reasons for branding.

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

Or

(b) Mention the characteristics of a wholesaler.

15. (a) What are the 5M's of advertising?

Or

(b) List out the features of 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) Describe the various approaches to the study of marketing.

Or

(b) Explain the consumer buying process.

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17. (a) What are the benefits of market segmentation?

Or

(b) What are the points to be considered while selecting a target market?

18. (a) Explain the major product mix strategies.

Or

(b) Describe the various stages of product life cycle.

19. (a) Discuss the external factors that influence a price decision.

Or

(b) Explain the channels of distribution for consumer goods.

20. (a) Discuss the advantages of sales promotion.

Or

(b) What are the functions of direct marketing?

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