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Reg. No. : .....

Code No. : 3592

Sub. Code : R 3 BA 54

B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2010.

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 the questions.

Choose the correct answer :

1. A market in which valuable metals like gold and silver are sold is called
  - (a) Commodity market
  - (b) Produce exchange
  - (c) Bullion market
  - (d) Capital market.

2. \_\_\_\_\_ is the marketing concept in reverse.
  - (a) Demarketing
  - (b) Remarketing
  - (c) Meta marketing
  - (d) Socialmarketing.
3. Items, the consumers buy frequently, immediately and with minimum shopping effort are
  - (a) Shopping goods
  - (b) Convenience goods
  - (c) Speciality goods
  - (d) Insistence goods.
4. The goods which have been processed will go further processing in the course of manufacturing of finished products are
  - (a) Raw materials
  - (b) Operating supplies
  - (c) Fabricating materials
  - (d) Installations.
5. Price is the \_\_\_\_\_ value of goods in terms of money.
  - (a) Exchange
  - (b) Purchase
  - (c) Sales
  - (d) Worth.
6. The pricing strategy characterized by low initial price when introduced in the market is
  - (a) Skimming pricing
  - (b) Penetration pricing
  - (c) Odd pricing
  - (d) Dual pricing.

14. (a) Explain the importance of channels of distribution.

Or

- (b) Who are hawkers and pedlar?

15. (a) Discuss the qualities of a good advertisement copy.

Or

- (b) Briefly explain the objectives of advertising.

PART C — (5 × 8 = 40 marks)

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

16. (a) Define market and explain the various classification of market.

Or

- (b) What is meant by buying motives? Explain the different types of buying motives.

17. (a) Examine the factors that are to be taken into account while introducing a new product.

Or

- (b) Briefly explain the implications of product life cycle to a marketer.

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18. (a) What are the major factors that should be taken into account in developing a pricing policy?

Or

- (b) Explain the different methods pricing with suitable examples.

19. (a) Describe the common channels of distribution for the consumer goods.

Or

- (b) What considerations influence a firm in designing its channel structure?

20. (a) Explain the various sales promotion measures undertaken at dealers and consumers level.

Or

- (b) Examine the factors that are to be considered in the selection of media for advertising.

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