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Reg. No. :

Code No. : 12300 E Sub. Code : SMBA 52

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2021

Fifth Semester

Business Administration — Main

MARKETING MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Marketing starts with identification of
 - (a) market needs
 - (b) consumer needs
 - (c) manufacturer needs
 - (d) retailers needs

2. Market concept is _____.
- (a) Business Psychology
 - (b) Market Psychology
 - (c) Commerce Psychology
 - (d) Distribution Psychology
3. The idea is to start with low price called _____.
- (a) Customer pricing
 - (b) Skimming pricing
 - (c) Penetration pricing
 - (d) Dual pricing
4. Retailers creates
- (a) Place Utility (b) Time Utility
 - (c) Form Utility (d) Possession Utility
5. Direct marketing channel is also known as _____.
- (a) Zero level channel (b) One level channel
 - (c) Two level channel (d) All of the above

6. In _____ market, there or large number of buyers and sellers meet.
- (a) Imperfect (b) Perfect
(c) Bullion (d) Retail
7. Buying decisions of a customer depends on the
- (a) promotion (b) price
(c) product (d) attitude
8. The purpose of segmentation is to _____ the changing pattern of consumers.
- (a) access (b) identify
(c) measure (d) usage
9. _____ means critical evaluation of product ideas generated.
- (a) Screening (b) Idea generation
(c) Testing (d) Analysis
10. Status conscious customers will be attracted to the product and buy it through selling at high price is called _____.
- (a) Dual pricing (b) Prestige pricing
(c) Odd pricing (d) Skimming pricing

PART B — (5 × 5 = 25 marks)

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

Answer should not exceed 250 words.

11. (a) Explain the objectives of marketing management.

Or

- (b) What is “Market Information System”?

12. (a) Describe the benefits of market segmentation.

Or

- (b) Discuss the buying process of consumers.

13. (a) Write a short notes on :
(i) Product Diversification
(ii) Branding.

Or

- (b) Explain in brief about “Product Positioning”.

14. (a) Mention the objectives of Pricing.

Or

- (b) Explain the needs of marketing channel.

15. (a) Discuss the role of Packaging in marketing.

Or

- (b) What are the functions of a retailer?

PART C — (5 × 8 = 40 marks)

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

Answer should not exceed 600 words.

16. (a) What are the importance of marketing management?

Or

- (b) Explain the functions of a market.

17. (a) Discuss the criteria of effective market segmentation.

Or

- (b) List down the various buying motives of a consumer.

18. (a) Explain the concept of “Product Modification” in detail.

Or

- (b) Elucidate the processes in product life cycle.

19. (a) What are the different pricing method in marketing?

Or

- (b) Explain the factors influencing the pricing decision.

20. (a) Discuss the various marketing channels.

Or

- (b) Narrate the elements of physical distribution.
