

C 61163

(Pages : 2)

Name.....

Reg. No.....

FOURTH SEMESTER B.B.A. DEGREE EXAMINATION, APRIL 2019

(CUCBCSS—UG)

B.B.A.

BBA IV B 05—MARKETING MANAGEMENT

Time : Three Hours

Maximum : 80 Mark

Part I

Answer all questions.

Each question carries 1 mark.

1. Marketing is a process of converting the potential customers into _____.
(a) Actual customers. (b) Prospective customers.
(c) Marketers. (d) None of these.
2. The group of elements price, product, promotion and place constitute :
(a) Market mix. (b) Marketing mix.
(c) Product mix. (d) Promotion mix.
3. The markets in which goods are bought and sold in bulk quantities :
(a) Wholesale market. (b) Retail market.
(c) World market. (d) None of these.
4. Which of the following is a major advantage of personal selling ?
(a) Targeted message. (b) Reach and frequency.
(c) More sales. (d) None of these.
5. Which of the following is not an element of promotion mix ?
(a) Advertisement. (b) Branding.
(c) Personal selling. (d) Sales promotion.

Fill in the blanks :

6. Transport system creates _____ utility.
7. Introducing a product at low price and increasing the price once the brand succeeds is known as _____ Pricing.
8. Dealer promotion is also known as _____.

Turn over

9. _____ means moving of finished goods from the producer to consumer.
10. Pricing method based on customer value is known as _____.

(10 × 1 = 10)

Part II (Short Answer Questions)

Answer any **eight** questions.

Each question carries 2 marks.

- | | |
|----------------------------------|-----------------------------------|
| 11. What is marketing ? | 12. Define Advertising. |
| 13. What is marketing mix ? | 14. Define Sales Promotion. |
| 15. What is price mix ? | 16. Define market segmentation. |
| 17. What is a product ? | 18. Define physical distribution. |
| 19. What is departmental store ? | 20. What is promotion ? |

(8 × 2 = 16)

Part III (Short Essays)

Answer any **six** questions.

Each question carries 4 marks.

21. What are the benefits of market segmentation ?
22. What are the objectives of packaging ?
23. What are the variables of product mix ?
24. What is branding ? What is its role ?
25. What are the steps in the process of market segmentation ?
26. What are the objectives of marketing ?
27. What are the differences between marketing and selling ?
28. What are the objectives of sales promotion ?

(6 × 4 = 24)

Part IV (Long Essays)

Answer any **two** questions.

Each question carries 15 marks.

29. What is market segmentation ? What are its bases ?
30. Explain the importance of marketing.
31. Explain the types of retailers.

(2 × 15 = 30)