

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 Marks

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 marks)

Part II (Short Answer Questions)

*Answer any eight questions.
 Each question carries 2 marks.*

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|----------------------------------|-----------------------------------|
| 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 marks)

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 marks)

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 marks)