



K16U 0663

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree
(CBCSS-2014 Admn.-Regular) Examination, May 2016

Core Course

4B07 BBA/BBA (TTM)/BBA (RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is social marketing ?
2. Explain undifferentiated marketing.
3. Explain 'Re-positioning'.
4. What is counter marketing ? (4 \times $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries 1 mark.

5. What do you mean by perception ?
6. What is the concept of "product" ?
7. Explain consumer goods.
8. What do you mean by Trading-up ?
9. Explain brand loyalty.
10. What is cost plus pricing ? (4 \times 1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

11. What is product positioning ? State the steps of product positioning.
12. What is consumer behaviour ? State its features.
13. Explain the importance of product planning.
14. What is product life cycle ? State its utility.
15. What is labelling ? State its advantages.
16. What is channel of distribution ? State any five factors affecting channels of distribution.
17. What is promotion mix ? State the factors affecting promotion mix.
18. What is window display ? State its advantages. **(6×3=18)**

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

19. Define marketing. State the objectives of marketing.
 20. What is consumer satisfaction ? State the tools for measuring consumer satisfaction.
 21. What is pricing ? State the external factors that affects pricing. **(2×8=16)**
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