



K18U 0966

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M Degree (CBCSS – Reg./
Sup./Imp.) Examination, May 2018
(2014 Admn. Onwards)
Core Course

4B07BBA/BBA(TTM)/BBA(RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

Answer **all** questions. **Each** question carries $1/2$ mark :

1. Define marketing.
2. What do you mean by consumer product ?
3. What is sales promotion ?
4. What is price ?

(4x $1/2$ =2)

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

5. What is marketing mix ?
6. What is brand awareness ?
7. What is media planning ?
8. What is psychological segmentation ?
9. What is consumer behaviour ?
10. What is media mix ?

(4x1=4)

P.T.O.



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

11. Explain the needs of marketing segmentation.
12. Explain the legal aspects of advertising.
13. What are the main problems facing in media planning ?
14. Explain the advantages of branding.
15. What is the importance of sales promotion ?
16. Explain the different levels of product.
17. Different types of sales persons.
18. What are the different pricing strategies ? (6×3=18)

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

19. Explain the product life cycle.
 20. What are the bases of market segmentation ?
 21. Explain the process of media planning. (2×8=16)
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