



K23U 3529

Reg. No. :

Name :

III Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/Improvement) Examination, November 2023
(2019 to 2022 Admissions)
Core Course
3B05 BBA/BBA(RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What is meant by target market ?
2. Define packaging.
3. Define product.
4. What do you mean by promotion mix ?
5. Explain E-Marketing.
6. What is penetration pricing ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. What do you mean by product item ?
8. Define advertisement copy.
9. Define consumer behaviour.
10. What are the components of CRM ?
11. What is meant by convenient goods ?

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12. What do you mean by publicity ?
13. Explain indoor advertising.
14. Define personal selling.

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. What are the various objectives of pricing ?
16. Explain the process in new product development.
17. Elucidate the importance of branding.
18. Explain the various types of promotion.
19. Enumerate the drawbacks of CRM programme.
20. What are the types of distribution channels for consumer goods ?

(4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Define advertisement media. Explain the factors influencing selection of advertisement media.
22. What is product life cycle ? Describe the various stages of product life cycle.
23. Define personal selling. Explain the significance of personal selling.
24. What is green marketing ? Explain the importance of green marketing in the current scenario.

(2×5=10)