



23104176

QP CODE: 23104176

Reg No :

Name :

**BBA DEGREE (CBCS) REGULAR / IMPROVEMENT / REAPPEARANCE
EXAMINATIONS, JANUARY 2023**

Third Semester

Bachelor of Business Administration

CORE COURSE - BA3CRT12 - MARKETING MANAGEMENT

2017 Admission Onwards

6773357C

Time: 3 Hours

Max. Marks : 80

core

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What are Consumer durables?
2. Who is a customer ?
3. How status of a person influence consumer behaviour?
4. What is marketing mix?
5. What is decline stage in PLC?
6. What is Multiple Packaging?
7. What is product form pricing?
8. What is Prestige pricing?
9. Define the term Promotion.
10. What is Tele Marketing?
11. What is Brand Risk?
12. What is marketing audit?

(10×2=20)

Part B

*Answer any **six** questions.*





Each question carries 5 marks.

13. What are the various macro environmental factors influencing marketing?
14. Explain the buying process.
15. Explain the term product , product line and product mix .
16. What is labelling? What are the different types of labelling?
17. Explain the relation between price and competition.
18. What are different types of market structure?
19. How can we classify advertising on the basis of type of impact?
20. What is the scope of marketing research?
21. What is mystery shopping?

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the need and importance of market segmentation. Discuss the various bases used for segmenting markets.
23. What is branding? What are different types of brands? What are the important things to be considered while selecting a brand name?
24. Explain the importance of distribution channels. What are the various functions performed by wholesalers and retailers?
25. What is personal selling? Explain its importance? What are the qualities required by a salesman?

(2×15=30)

