

QP CODE: 19102001



Reg No : .....

Name : .....

**BBA DEGREE (CBCS) EXAMINATION, OCTOBER 2019**  
**Third Semester**  
Bachelor of Business Administration  
**CORE COURSE - BA3CRT12 - MARKETING MANAGEMENT**  
2017 Admission Onwards  
5D5F0E39

Maximum Marks: 80

Time: 3 Hours

**Part A**

*Answer any ten questions.*

*Each question carries 2 marks.*

1. What do you mean by the term market?
2. What do you mean by government environment?
3. What is the relation between life style and consumer behaviour?
4. What are Cash Cows in product mix analysis?
5. What is Brand Extension?
6. What is Family packaging?
7. What is area pricing?
8. Who is an Agent Wholesalers?
9. What is Institutional Advertising?
10. Who is a Counter Salesmen?
11. Explain the marketing research function.
12. Write any two benefits of marketing research

(10×2=20)

**Part B**

*Answer any six questions.*

*Each question carries 5 marks.*

13. Write any four demographic variables used for market segmentation.
14. Who is a consumer? What are the difference between customer and consumer?





15. What are the components of marketing mix?
16. Explain the concept of product life cycle and its utility for marketers?
17. Explain various cost oriented pricing methods?
18. Show in detail various elements of market structure
19. What is promotion? What are components of promotion mix?
20. Explain the various methods used for collecting primary data in marketing research?
21. Define marketing audit. What are its characteristics?

(6×5=30)

**Part C**

*Answer any two questions.*

*Each question carries 15 marks.*

22. What are buying motives? What are the factors influencing buying motives?
23. What is labelling? What are its benefits? What things are to be considered in selecting a label?
24. What is pricing? Why pricing is considered as an important function? What are the factors affecting a firm's pricing decision ?
25. What are the Objectives of Sales Promotion? Explain its importance. Explain important consumer and trade sales promotion techniques.

(2×15=30)

