

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024**MAJOR
BBA1CJ102 MARKETING MANAGEMENT**

Time : 2 Hrs

Maximum Marks : 70

BL : Bloom's Taxonomy Level (1 to 6)

CO : Course Outcome

Section A		Ceiling Marks : 24		
Answer all questions. Each carries 3 marks.				
No.	Question	M	BL	CO
1.	What is corporate culture?	3	2	CO1 CO2
2.	What is consumer behavior?	3	1	CO1
3.	What are psychological factors that influence consumer behavior?	3	2	CO1
4.	What are the components of a product mix?	3	1	CO1
5.	What is sales promotion?	3	2	CO1 CO5
6.	Who are super stockists?	3	2	CO1
7.	What is 'Click Bait'?	3	2	CO1
8.	What is sustainable marketing?	3	2	CO1
9.	What is 'meta verse'?	3	2	CO1
10.	Mention any three benefits of using AI in personalized marketing	3	3	CO2 CO4
Section B		Ceiling Marks : 36		
Answer all questions. Each question carries 6 marks.				
No.	Question	M	BL	CO
11.	Explain the concept of the marketing mix (4Ps). How can businesses effectively use the 4Ps to achieve their marketing objectives?	6	3	CO3 CO4 CO5
12.	What is the core difference between marketing and selling? Discuss with relevant examples.	6	4	CO4
13.	Explain geographic segmentation.	6	3	CO3 CO4
14.	What are the key benefits of targeting for businesses?	6	5	CO4 CO6
15.	What is the role of perception in consumer behavior?	6	3	CO3
16.	Differentiate between publicity and PR.	6	4	CO3
17.	What are the importance of digital marketing?	6	5	CO3 CO6
18.	What are the challenges and opportunities of AI marketing?	6	5	CO6
Section C				
Answer any 1 question. Each carries 10 marks. (1x10=10 marks)				
No.	Question	M	BL	CO
19.	Critically evaluate the GE McKinsey Matrix as a tool for strategic decision-making. Using a real-world example, explain how this matrix helps in evaluating business units and making investment or divestment decisions.	10	5	CO3 CO5
20.	Examine the steps involved in the new product development process.	10	4	CO6