D1BBA2505 **Name: .....**

Reg.No.: .....

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025

(Regular/Improvement/Supplementary)

BBA

MAJOR

BBA1CJ102: MARKETING MANAGEMENT

Time: 2 Hrs. **Maximum Marks: 70**

M: Mark BL: Bloom's Taxonomy Level (1 to 6) CO: Course Outcome

Section A: Answer all questions. Each carries 3 marks.
Ceiling: 24 Marks

No.	Question	M	BL	CO
1.	Briefly explain sales era in marketing.	3	2	CO1 CO2
2.	Define psychographic segmentation.	3	1	CO1
3.	What are the stages of the consumer buying process?	3	1	CO1
4.	State the economic factors influencing buying behavior.	3	2	CO1 CO2
5.	What is a Distribution channel?	3	2	CO1
6.	Mention any two advantages of a direct channel.	3	3	CO2 CO5
7.	List out any three characteristics of service marketing.	3	2	CO1 CO5
8.	What is rural marketing?	3	2	CO1
9.	What is Integrated Marketing Communication (IMC)?	3	2	CO1
10.	Enlist the major threats of integrating AI into marketing.	3	3	CO4

Section B: Answer all questions. Each carries 6 marks.
Ceiling: 36 Marks

No.	Question	M	BL	CO
11.	Explain the internal marketing environment.	6	2	CO2
12.	Explain the influence of geographical environment in marketing decisions, with the help of examples.	6	3	CO3 CO4
13.	Analyse the role of 'marital status' in consumer behaviour.	6	4	CO5
14.	Differentiate between consumer goods and industrial goods.	6	3	CO3
15.	Discuss the marketing strategies for products in the decline stage.	6	4	CO3 CO5 CO6
16.	Briefly explain the factors affecting sales promotion.	6	3	CO3
17.	Evaluate the characters of service marketing.	6	4	CO5
18.	What is affiliate marketing? How does it work and what are its benefits for businesses?	6	5	CO4

Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)

No.	Question	M	BL	CO
19.	Why marketing is important for a company? Discuss the merits of marketing in detail.	10	4	CO5 CO6
20.	What is STP in marketing? Critically evaluate the three important strategies in marketing, with real life examples.	10	5	CO3 CO4 CO6