

QP CODE: D1BBA2504

(Pages: 2)

Reg. No :

Name :

FIRST SEMESTER FYUGP (Regular) EXAMINATION, NOVEMBER 2025

Discipline Specific Core (DSC) Courses - Minor

BBA1MN101 : Marketing Management

(Credits: 4)

Time: 2 Hours

Maximum Marks: 70

Section A

Answer the following questions. Each carries 3 marks (Ceiling: 24 marks)

1. What is GE McKinsey Matrix?	BL2	CO1, CO2, CO3, CO4, CO5
2. What do you mean by buying decision process?	BL1	CO1, CO2, CO3, CO4, CO5
3. Name the four main stages of the Product Life Cycle.	BL1	CO1, CO2, CO3, CO4, CO5
4. List out some advantages of AI marketing.	BL2	CO1, CO2, CO3, CO4, CO5
5. Mention two differences between a product and a service.	BL1	CO1, CO2, CO3, CO4, CO5
6. List out the important types of marketing environment.	BL1	CO1, CO2, CO3, CO4, CO5
7. What is Psychographic segmentation? Name the various Psychographic factors.	BL1	CO1, CO2, CO3, CO4, CO5
8. List out different types of Advertising medias.	BL1	CO1, CO2, CO3, CO4, CO5
9. What is Referralin service marketing?	BL1	CO1, CO2, CO3, CO4, CO5
10. What do you mean by the concept of marketing?	BL1	CO1, CO2, CO3, CO4, CO5

(PTO)

Section B

Answer the following questions. Each carries 6 marks (Ceiling: 36 Marks)

11.	Explain the features of modern concept of marketing.	BL2	CO1, CO2, CO3, CO4, CO5
12.	Define product differentiation. State the advantages of product differentiation.	BL2	CO1, CO2, CO3, CO4, CO5
13.	What is a product mix? Explain the four components of a product mix with examples.	BL2	CO1, CO2, CO3, CO4, CO5
14.	State any five barriers to integrated marketing communication?	BL2	CO1, CO2, CO3, CO4, CO5
15.	What are the different types of middlemen in the channel of distribution?	BL1	CO1, CO2, CO3, CO4, CO5
16.	Differentiate between selling and marketing.	BL2	CO1, CO2, CO3, CO4, CO5
17.	Describe the important strategies involved in product positioning.	BL2	CO1, CO2, CO3, CO4, CO5
18.	What are the advantages of affiliate marketing?	BL2	CO1, CO2, CO3, CO4, CO5

Section C

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

19.	Explain the various types of targeting strategies used by marketers. Evaluate the advantages and disadvantages of each.	BL2	CO1, CO2, CO3, CO4, CO5
20.	Effective promotion mix is important for business success? Do you agree?	BL3	CO1, CO2, CO3, CO4, CO5

CO : Course Outcome

BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)