QP CODE: D1BBS2503	**(Pages: 2)**	**Reg. No**	**: .....**
		Name	**: .....**

FIRST SEMESTER FYUGP (Regular) EXAMINATION, NOVEMBER 2025

Discipline Specific Core (DSC) Courses - Major

BBS1CJ103 : 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 "demand" in marketing.	BL1	CO1
2.	Define the term ‘relationship marketing’ .	BL2	CO1
3.	Differentiate between penetration pricing and skimming pricing strategies with examples.	BL4	CO2
4.	Define the term 'Augmented Product'.	BL2	CO2
5.	Persuasive advertising is different from reminder advertising. Illustrate with examples.	BL4	CO3
6.	List out a few digital media marketing campaigns.	BL1	CO3
7.	List three ethical issues in marketing.	BL1	CO4
8.	List any three elements or dimensions you would analyze when doing competitor analysis.	BL2	CO4
9.	Define organisational buying.	BL2	CO2
10.	Define Environmental Scanning.	BL1	CO4

Section B

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

11.	Personal characteristics of consumers have a very direct impact on their behaviour in the purchase process. Comment on it.	BL5	CO1
12.	You are launching a new mobile phone. Create a branding strategy including brand name, logo, tagline, positioning, and promotional strategy.	BL6	CO2

(PTO)

13.	Explain the relevance of digital marketing.	BL4	CO3
14.	Illustrate with examples how marketing strategy decisions (product, price, place, promotion) should align with a firm's business strategy.	BL3	CO4
15.	Define Database marketing. Explain its uses.	BL2	CO1
16.	Differentiate between specialty products and unsought products.	BL5	CO2
17.	Explain various direct marketing tools.	BL1	CO3
18.	Explain the Distribution channel system.	BL2	CO4
	Section C		
	Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)		
19.	Explain the four components of the holistic marketing concept with suitable examples.	BL2	CO1
20.	Select any service sector and explain 7 Ps of marketing mix strategies based on your choice.	BL3	CO2
	CO : Course Outcome		
	BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)		