

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2023**(Regular/Improvement/Supplementary)****BBA****GBBA2B03T: MARKETING MANAGEMENT****Time: 2 ½ Hours****Maximum Marks: 80****SECTION A: Answer the following questions. Each carries *two* marks.****(Ceiling 25 Marks)**

1. What do you mean by facilitating functions?
2. Enlist the features of salesmanship.
3. What do you mean by standardization and grading?
4. Differentiate between customer and consumer.
5. What do you mean by psychographic segmentation?
6. Define concentrated marketing.
7. What do you mean by cash discount?
8. Comment on trading up.
9. What do you mean by basic product?
10. Define product life cycle.
11. What do you mean by direct mail advertising?
12. Write an account on public relation.
13. Define distribution mix.
14. What do you mean by merchant middlemen?
15. Define multi-level marketing.

SECTION B: Answer the following questions. Each carries *five* marks.**(Ceiling 35 Marks)**

16. What is marketing? Discuss its features.
17. Explain the marketing mix.
18. Describe the strategies of target marketing.
19. Give the different classifications of consumer goods.
20. Explain the stages of PLC.
21. Discuss the factors affecting promotion mix decisions.
22. Explain the self-regulation by advertising industry.
23. Enlist the functions of channels of distribution.

SECTION C: Answer any *two* questions. Each carries *ten* marks.

24. Discuss the the factors influencing consumer behavior.
25. Explain the different pricing strategies.
26. Elaborate the different sales promotion techniques.
27. Write a detailed account on the different types of retail formats.

(2 x 10 = 20 Marks)