

SECOND SEMESTER UG DEGREE EXAMINATION, APRIL 2024**(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 function of exchange?
2. Define marketing management.
3. List out the factors influencing consumer behavior.
4. What do you mean by inherent motives?
5. Comment on by customized marketing.
6. Define trading down.
7. Write a note on brand loyalty.
8. What do you mean by demand-based pricing policy?
9. Define advertisement.
10. Give an account on publicity.
11. What do you mean by buy back allowance?
12. Write an account on sweepstakes.
13. Define physical distribution.
14. What do you mean by supermarkets?
15. Define horizontal marketing system.

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

16. Explain the different concepts of marketing.
17. Discuss the advantages of marketing.
18. Explain the consumer decision making process.
19. Differentiate between consumer goods and industrial goods.
20. Describe the different price adjustment strategies.
21. What is advertising?. Explain functions of advertising.
22. Mention the characteristics of a good salesman.
23. Explain the different types of middlemen.

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

24. What is market segmentation? Explain the methods of market segmentation.
25. Explain the stages in new product development.
26. Discuss the classification of advertising media.
27. Explain the factors influencing choice of distribution channels.

(2 x 10 = 20 Marks)