

B.B.A. (CBCS) DEGREE EXAMINATION, APRIL 2021
 FIFTH SEMESTER
 BUSINESS ADMINISTRATION - MAIN
 MARKETING MANAGEMENT

(For those who joined in July 2017 onwards)

Time: Three hours

Maximum : 75 marks

PART - A (10X1=10 marks)

Answer all the Questions Choose the Correct answer

Choose the correct answer.

1. ----- is the father of modern marketing.

a) Peter Drucker	b) Philip Kotler
c) Lester Wunderman	d) Abraham Maslow
2. This of the following is not a type of marketing concept.

a) Production concept	b) Selling concept
c) Societal marketing concept	d) Supplier concept
3. Which of the variables is not used by marketers for demographic segmentation?

a) Age	b) Income
c) Gender	d) Poverty
4. Cognitive dissonance is associated with which stage of the consumer buying decision process?

a) Need recognition	b) Information search
c) Evaluation of alternative	d) None of the above
5. If actual performance exceeds the expected performance of the product, Then customer is _____

a) Satisfied	b) Dissatisfied
c) Delighted	d) Neutral
6. Which of the following involves designing and manufacturing the container or wrapper for a product?

a) Labeling	b) Packaging
c) Branding	d) Product line
7. The solution to price competition is to develop a differentiated:

a) Product, price, and promotion	b) Offer, delivery, and image
c) Package and label	d) International Web site
8. Which one of the following is a key to build lasting relationships with consumers?

a) Price of the product	b) Need recognition
c) Customer satisfaction	d) Quality of product
9. _____ markets are made up of members of the distribution chain.

a) Consumer	b) Industrial
c) Channel	d) Institutional

10. Distribution of product to get it in the marks refers to which of the following activities?

- a) Selling Activities
- b) Advertising activities
- c) Promotion Activities
- d) Place or distribution activities

PART- B — (5 × 5 = 25 Marks)

Answer ALL questions, choosing either (a) or (b) Answer should not exceed 250 words

11. a) What are the features of modern marketing?

(OR)

b) What are the benefits of marketing information system?

12. a) Write down the key criteria for effective segmentation of markets.

(OR)

b) What are the factors influencing the buyer behavior?

13. a) What are the various methods of product modification?

(OR)

b) Write down the steps in product positioning.

14. a) What are the external factors affecting the pricing decision?

(OR)

b) What are the guiding principles for fixing product pricing?

15. a) Write down the functions of retailers.

(OR)

b) What are the important components of physical distribution?

PART- C — (5 × 8 = 40 Marks)

Answer ALL questions, choosing either (a) or (b) Answer should not exceed 600 words

16. a) Explains the exchange functions and physical functions of marketing.

(OR)

b) Discuss the major objectives of marketing management.

17. a) Explain the benefits of market segmentation.

(OR)

b) Explain the various stages in the buying decision process.

18. a) Discuss the important objectives of product diversification.

(OR)

b) Explain the importance of branding in marketing.

19. a) Discuss the main objectives of pricing.

(OR)

b) Explain the different methods of pricing.

20. a) Discuss the factors governing the choice of a particular channel of distribution.

(OR)

b) Explain the different types of marketing intermediaries.



ALL COLUMNS MUST BE FILLED IN WITHOUT LEAVING BLANK.
PLEASE NOTE "P.T.O" AT THE RIGHT CORNER BOTTOM OF EACH PAGE IF THE QUESTIONS ARE CONTINUING ON THE NEXT PAGE.
STRIPE OUT WHICH IS NOT APPLICABLE.
PLEASE FURNISH TAMIL TRANSLATION FOR EACH SUBJECT IF REQUIRED BY THIS OFFICE.