

(6 Pages)

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B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2020.

Fifth Semester

Business Administration — Main

MARKETING MANAGEMENT

(For those who joined in July 2017 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

Choose the correct answer :

1. Marketing is a process which aims at \_\_\_\_\_
  - (a) Production
  - (b) Profit making
  - (c) Satisfaction of customer needs
  - (d) Selling products

2. Marketers often use the term \_\_\_\_\_ to cover various groupings of customers
- (a) Buying power
  - (b) Demographic segment
  - (c) Market
  - (d) People
3. Market segmentation can be resorted to by means of
- (a) Segmenting by age
  - (b) Segmenting by income
  - (c) Segmenting geographically
  - (d) All of these
4. In the buying decision process, what is the term used for a person who first suggests buying the product or service?
- (a) Influencer                      (b) Initiator
  - (c) Decider                         (d) Buyer
5. In marketing theory, every contribution from the supply chain adds \_\_\_\_\_ to the product
- (a) Value                              (b) Costs
  - (c) Convenience                    (d) Ingredients

6. The \_\_\_\_\_ identifies the product or brand
- (a) Container
  - (b) Label
  - (c) Advertisement
  - (d) Warranty
7. Fixing high initial price for the product is called
- (a) Skimming pricing
  - (b) Penetrating pricing
  - (c) Psychological pricing
  - (d) Customary pricing
8. \_\_\_\_\_ pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share
- (a) Market-skimming
  - (b) Value-based
  - (c) Market-penetration
  - (d) Leader
9. A fundamental part of the distribution function is to get the product
- (a) To the right place at the right time
  - (b) Launched into new markets
  - (c) To intermediaries
  - (d) To market to avoid channel conflict

10. Which of the following is not considered a type of reseller?
- (a) Wholesaler                      (b) Retailer  
(c) Manufacturer                      (d) Distributor

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the factors influencing the marketing concept?

Or

- (b) Write down the importance of marketing.

12. (a) What are the steps in the segmentation process?

Or

- (b) Describe the characteristics of buyer behavior.

13. (a) What are the important features of a product?

Or

- (b) Write down the different form of product diversification.

14. (a) What are the new product pricing strategies?

Or

(b) Describe the main objectives of pricing.

15. (a) Write down the importance of distribution channels.

Or

(b) What are the key functions of physical distribution?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the different types of markets.

Or

(b) Discuss the various function of marketing information system.

17. (a) Explain the bases for segmentation of consumer markets.

Or

(b) Explain in detail the importance of buying motives.

18. (a) Discuss the indicators of product elimination.

Or

(b) Explain the different stages of product life cycle.

19. (a) Discuss the steps in price determination of a product.

Or

(b) Describe the different types of pricing strategies adopted by firms.

20. (a) Explain the different types of channels of distribution.

Or

(b) Discuss the essential requisites for success in retailing.

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