



K17U 0666

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A. (R.T.M.) Degree (CBCSS – Reg./
Supple./Imp.) Examination, May 2017

4B07BBA/BBA (TTM)/BBA(RTM) : MARKETING MANAGEMENT

(2014 Admn. Onwards)

Core Course

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** the questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is Demarketing ?
2. Explain differentiated marketing.
3. What do you mean by branding ?
4. What is Mass Marketing ?

(4× $\frac{1}{2}$ =2)

PART – B

Answer **any four** questions. **Each** question carries **one** mark.

5. What do you mean by Learning ?
6. What is Trading down ?
7. Explain convenience goods.
8. What is the concept of 'PACE' ?
9. What do you mean by Brand Equity ?
10. Explain Target pricing.

(4×1=4)

P.T.O.



PART – C

Answer **any six** questions. **Each** question carries **3** marks.

- 11. State the factors determining product positioning.
- 12. State the importance of consumer behaviour.
- 13. State the advantages of product diversification.
- 14. Explain the reasons for "product failure".
- 15. What is 'skimming price' ?
- 16. State the functions of middlemen.
- 17. What are the objectives of sales promotion ?
- 18. What is personal selling ? State its features. (6×3=18)

PART – D

Answer **any two** questions. **Each** question carries **8** marks.

- 19. What is marketing ? State the obstacles in the development of modern marketing.
 - 20. What is consumer retention ? State the need for consumer retention.
 - 21. What is pricing ? State the internal factors that affects pricing. (2×8=16)
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