



K21U 0921

Reg. No. :

Name :

IV Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CBCSS – Sup./Imp.)

Examination, April 2021

(2014-'18 Admn.)

Core Course

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

Time 3 Hours

Max. Marks : 40

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

1. What is product differentiation ?

2. What is green marketing ?

3. What is labeling ?

4. Give two examples for consumer goods.

(4× $\frac{1}{2}$ =2)

Answer **any four** questions. **Each** question carries **1** mark.

5. Define niche marketing.

6. What is skimming pricing ?

7. Distinguish between consumer and customer.

8. What is shopping goods ?

9. What is advertising campaign ?

10. What are FMCG's ?

(4×1=4)

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

11. What are the steps in target marketing ?
12. Explain the criteria for successful segmentation.
13. Discuss the consumer decision making process.
14. Explain the reasons for product failure.
15. Explain the selling process.
16. Distinguish between mass distribution and selective distribution.
17. Explain the stages in new product development.
18. Discuss the objections against advertising. **(6×3=18)**

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

19. Discuss the factors influencing pricing decisions.
20. Explain the elements of distribution mix.
21. Discuss the various kinds of sales promotion. **(2×8=16)**

(4×1=4)