

Register Number:

**6789**

Name of the Candidate:

**B.B.A DEGREE EXAMINATION, 2008**

**(APPLIED MANAGEMENT)  
SECOND YEAR  
PART-III  
(PAPER -VII)**

**240. MARKETING**

*Dec.)*

*(Time: 3 Hours*

Maximum: 100 Marks

**SECTION-A**

**(10×2=20)**

**Answer all questions.**

1. State any two difference between selling concept and marketing concept.
2. Define Mission Statement.
3. How could marketing mix be defined?
4. What is Positioning?
5. Define price.
6. How effective marketing communication is developed?
7. State test marketing.
8. What is Direct Marketing?

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9. State with examples Line extension and Brand extensions.

10. How a customer perceived value and customer satisfaction is measured?

**SECTION-B (4×10=40)**  
**Answer any FOUR questions.**

11. Enumerate in detail the different concepts practised by organisations in marketing.

12. Consumer decision making varies with the type of Buying behaviour – Explain.

13. Explain the five patterns of target marketing.

14. Illustrate in detail the Product Life Cycle and the Strategies adopted in different stages.

15. Describe

- i) Brand equity
- ii) Brand building tools

16. How can service firms improve their service differentiation and service quality?

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**SECTION-C (2×20=40)**  
**Answer any TWO questions.**

17. Enumerate in detail, how marketers analyse the macro-environment for their successful operations.

18. A company must set its price in relation to the value delivered and perceived by the customer. Discuss the factors considered in setting its pricing policy.

19. Discuss briefly the major steps involved in developing integrated effective marketing communications programme.

20. Once a company decides to target a particular country. Explain how the best mode of entry is determined with its broad choices.

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