

Register Number :

Name of the Candidate :

5 1 9 7

B.B.A. DEGREE EXAMINATION, 2008

(ENGLISH MEDIUM)

(SECOND YEAR)

(PART - III)

(PAPER - IV / VI)

250 / 620. MARKETING MANAGEMENT

(Common with *B.B.A. Computer Applications*)

(Including Lateral Entry, Double Degree)

December]

[Time : 3 Hours

Maximum : 100 Marks

PART - A (10 × 2 = 20)

Answer any TEN questions.

All questions carry equal marks.

1. Explain the following :

(a) National market.

(b) Selling.

Turn over

- (c) Buying motive.
- (d) Consumer.
- (e) Product mix.
- (f) New product.
- (g) Branding.
- (h) Selective distribution.
- (i) Skimming pricing.
- (j) Hawkers.
- (k) PLC.
- (l) Grading.

PART - B (4 × 10 = 40)

*Answer any FOUR questions.
All questions carry equal marks.*

- 2. What are the features of marketing ?
- 3. Discuss clearly the modern concept of marketing.
- 4. What are the major factors that influence the consumer decision making ?

- 5. Explain the different types of products with suitable examples.
- 6. Explain the various objectives of pricing.
- 7. Briefly describe the functions of a wholesaler.

PART - C (2 × 20 = 40)

*Answer any TWO questions.
All questions carry equal marks.*

- 8. 'Marketing begins before production and ends after production'. - Discuss.
- 9. Describe the alternative strategies towards market segmentation.
- 10. Explain the procedure involved in the recruitment and selection of salesmen.
- 11. How will you measure the effectiveness of an advertising ?