

UG-713

BBA-25

B.B.A. DEGREE EXAMINATION – JUNE 2006.

Second Year

(For candidates admitted in AY 2004-05 only)

MARKETING MANAGEMENT

Time : 3 hours

Maximum marks : 75

PART A — (3 × 5 = 15 marks)

Answer any THREE questions.

All questions carry equal marks.

1. Mention any five sales forecasting techniques with their limitations.
2. Mention atleast five basic functions performed by marketing.
3. Name any four criteria which you would use to select a four-wheeler from among three alternative brands.
4. Explain width and depth of product mix with examples.
5. What are the key factors to be considered in selecting a channel of distribution? Mention any five.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

6. What are the determinants of the promotion mix of a company?
7. Explain the four basic branding decisions with examples.
8. What are the factors to be considered to make advertising more effective?
9. Explain the steps in the selection process of sales force.
10. What are the determinants of consumer buying behaviour?
11. What are the components of the marketing mix? How does it influence the organisation's growth?
12. Explain the various external and internal factors that influence pricing decisions.