

C 21206

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Name.....

Reg. No.....

**FOURTH SEMESTER (CUCBCSS—UG) DEGREE EXAMINATION  
APRIL 2022**

B.B.A.

BBA IVB 05—MARKETING MANAGEMENT

(2014—2018 Admissions)

Time : Three Hours

Maximum : 80 Marks

**Part I***Answer all questions.**Each question carries 1 mark.*

1. 'P' in PLC Stands for \_\_\_\_\_.  
(a) Promotion. (b) Product.  
(c) Place. (d) Price.
2. There are \_\_\_\_\_ elements or components in service marketing mix.  
(a) 7. (b) 4.  
(c) 5. (d) 6.
3. \_\_\_\_\_ is known as 'father of modern marketing'.  
(a) Ned Roberto. (b) Philip Kotler.  
(c) Peter Drucker. (d) Irving J. Rein.
4. \_\_\_\_\_ marketing simply refers to marketing of green or eco-friendly products.  
(a) Green Marketing. (b) Guerrilla marketing,  
(c) Mega marketing. (d) Reciprocal marketing.
5. No middle men are involved in :  
(a) Wholesale trade. (b) Retail trade.  
(c) Direct marketing. (d) Indirect marketing.

**Turn over**

6. The concept of marketing mix was developed by \_\_\_\_\_.
7. The \_\_\_\_\_ concept holds that the consumers prefer the goods which are easily available at lower prices.
8. When a manufacturer sells the same product at two different prices, the pricing strategy is known as \_\_\_\_\_.
9. The act of creating an image about a product or brand in consumers' mind is known as \_\_\_\_\_.
10. Sub-dividing of market into homogeneous sub-sections of customers is known as \_\_\_\_\_.

(10 × 1 = 10 marks)

### Part II (Short Answer Questions)

*Answer any **eight** questions.  
Each question carries 2 marks.*

11. What is labeling of a product ?
12. Define Marketing.
13. What is meant by a department store ?
14. List out any *four* qualities of a good salesman.
15. What do you mean by an advertisement ?
16. Who is a Consumer ?
17. What do you mean by a perfect market ?
18. What is internet marketing ?
19. What do you mean by penetration pricing ?
20. Who is a Wholesaler ?

(8 × 2 = 16 marks)

### Part III (Short Essays)

*Answer any **six** questions.  
Each question carries 4 marks.*

21. Explain briefly the functions or services provided by the retailers.
22. List out the advantages of packaging.

23. Distinguish between selling and marketing.
24. Write a short note on after sale services and its purpose.
25. What are the various types of discounts ?
26. Briefly explain psychographic segmentation and its components.
27. Explain the three major activities that are involved in the marketing process.
28. Briefly explain any four sales promotion tools that are aimed at consumers.

(6 × 4 = 24 marks)

#### **Part IV (Long Essays)**

*Answer any two questions.*

*Each question carries 15 marks.*

29. “Marketing is like cooking a dish. In order to get a delicious dish, we have to have the right ingredients in right quality and in right proportions.” In this context, explain the importance of marketing mix. Also explain the elements or components of marketing mix.
30. What do you mean by pricing ? What are the various factors influencing pricing decisions ?
31. What is meant by a service ? How is it different from a product ? Explain the characteristics of service.

(2 × 15 = 30 marks)