

C 4402

B.B.A. (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2017.

End Semester Examination

Fourth Semester

Part – II

MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 70

PART — A

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Differentiate marketing from selling.
2. What are product attributes?
3. Define discriminatory pricing.
4. Components of promotion mix.
5. What are the kinds of middlemen in distribution?
6. State the 4 P's of marketing mix.
7. Differences between advertising and direct marketing.
8. Objectives of sales force.

PART — B

Answer ALL the following questions. **(5 × 10 = 50 Marks)**

UNIT I

9. (a) What is marketing? State the nature and importance of marketing.

Or

- (b) Define market segmentation. Explain the basis of consumer market segmentation with a product of your choice?

Turn Over

UNIT II

10. (a) How do you distinguish the different stages of product life cycle? What pricing and promotion strategies are adopted in the introduction stage of a product life cycle?

Or

- (b) Critically evaluate the role of branding in the marketing of products.

UNIT III

11. (a) Describe the various pricing techniques used for services.

Or

- (b) What is the importance of pricing to an organisation? Explain how a company should initiate or respond to price charges of its competitors?

UNIT IV

12. (a) What are the functions of a channel? Explain the various levels of marketing channels and their importance.

Or

- (b) Discuss about the growing importance of direct marketing in recent times. Briefly explain the major channels for direct marketing.

UNIT V

13. (a) Explain the methods used for evaluating the effectiveness of advertising.

Or

- (b) Distinguish between advertising and sales promotion.
