

C 4402

B.B.A. (Three Year) DEGREE EXAMINATION, MARCH/APRIL 2018.

End Semester Examination

Fourth Semester

Part – II

(Regular/Supplementary)

Paper II : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 70

PART — A

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

1. What are the objectives of marketing?
2. What is market targeting?
3. Essentials of good packaging.
4. Distinguish between propaganda and advertising.
5. Define public relations.
6. What is cost plus pricing?
7. Write short note on telephone retailers.
8. Explain about going rate pricing.

PART — B

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

9. (a) Define and explain the term segmentation. Is it same as product differentiation.
Or
(b) What are the fundamentals concepts of marketing? Discuss.
10. (a) What is PLC? Discuss its stages.
Or
(b) What are brand strategies? Explain the different brand strategies.

Turn Over

11. (a) What is pricing? What factors influence pricing?

Or

(b) Explain about new product pricing. What variation does it take to succeed?

12. (a) Who is a wholesaler? What are his functions and services?

Or

(b) What are channel policies and strategies?

13. (a) "Advertisement can do anything" - Comment.

Or

(b) Explain the components of promotion mix.
