

**B. B. A DEGREE END SEMESTER EXAMINATION - MARCH/APRIL 2019**  
**SEMESTER – 2: BACHELOR OF BUSINESS ADMINISTRATION (BBA) (CORE COURSE)**  
**COURSE: 16U2CRBBA4, FUNDAMENTALS OF MARKETING**

*(Common for Regular 2018 admission and improvement/supplementary 2017/2016 admission)*

Time: Three Hours

Max. Marks: 75

**PART A**

***Answer all the questions from the following.***

1. Explain the term brand association.
2. What do you mean by Consumer Behavior?
3. What is economic pricing?
4. Explain market targeting.
5. What is test marketing?
6. What is trademark?

(1 x 6 = 6)

**PART B**

***Answer any Seven Questions. Each Question carries 2 Marks***

7. What is Market segmentation?
8. What is skimming price?
9. Define market.
10. Explain PLC
11. Define Product positioning.
12. What is trade name?
13. What is grading?
14. Explain Direct - Marketing
15. What is segmentation?
16. Explain the concept of social marketing.

(2 x 7 = 14)

**PART C**

***Answer any Five questions. Each question carries 5 Marks.***

17. Explain Synchro Marketing.
18. Mention the different types of segmentation?
19. Distinguish between sales management and marketing management?
20. Discuss the importance of Marketing MIS.
21. Explain cost plus pricing. State any four advantages of cost plus pricing.
22. What are the functions of packaging?

23. What are the advantages of branding to consumers and state the disadvantage of branding in general?

24. Explain the elements of product mix. (5 x 5 = 25)

**PART D**

***Answer any Two questions. Each question carries 15 Marks.***

25. Define marketing. Explain the role of marketing in economic development.

26. Discuss the stages of Product Life Cycle of a product.

27. How would you develop a pricing strategy for new product?

28. What are the factors affecting the choice of channel of distribution? (15 x 2 = 30)

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