

Reg. No

Name

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2020
SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA
COURSE : 16U2CRBBA4 : FUNDAMENTALS OF MARKETING

(For Regular - 2019 Admission & Improvement /Supplementary - 2018/2017/2016 Admissions)

Time : Three Hours

Max. Marks: 75

Section A**Answer All the Following (1 mark each)**

1. What is Marketing?
2. Explain Marketing Management according to Philip Kotler.
3. What is meant by Demographic Segmentation?
4. What is Penetrating Pricing?
5. explain the types importance of publicity
6. Define Retailing

(1 x 6 = 6)

Section B**Answer any 7 (2 marks each)**

7. What are the different types of customer needs?
8. "Consumer develops an emotional bonding with a product or a service that satisfies their needs and wants". Explain. Also state the benefits of emotional benefits.
9. What are the advantages of Geographical Segmentation ?
10. What are the factors to be considered before product positioning?
11. What is branding and its advantages?
12. Define marketing mix. Explain the elements of marketing mix.
13. What are the public and ethical issues faced in direct marketing?
14. What do you mean by direct marketing and state its advantages?
15. What is distribution channel ? What are its importance?
16. What are the benefits of consumer behavior?

(2 x 7 = 14)

Section C**Answer any 5 (5 marks each)**

17. Explain the Traditional and Modern concept of Marketing.
18. Define Market Positioning. Explain the Market Positioning Strategies.
19. What are the target Market Strategies??
20. What is branding? What are the characteristics of a good brand?
21. What are the advantages and disadvantages of Branding?
22. What is tele- marketing and its process? What are the types of tele-marketing?
23. What do you mean by Marketing strategies and what are the four basic Marketing strategies?
24. Explain retailing. Which are the levels of service in retail?

(5 x 5 = 25)

Section D**Answer any 2 (15 marks each)**

25. What do you mean by Target Market and write about the purpose of Target Marketing?
26. What is product mix? State its dimensions and product mix strategies.
27. What is relationship marketing? What are the elements and levels of relationship marketing? State its merits
28. What are the benefits of consumer behavior? Which are the types of consumer behavior?

(15 x 2 = 30)