

Reg. No

Name

22U304

B B A DEGREE END SEMESTER EXAMINATION : OCTOBER 2022

SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U3CRBBA7 : MARKETING MANAGEMENT

(For Regular - 2021 Admission and Improvement / Supplementary - 2020 Admission)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Explain the term USP.
2. Explain the term promotion.
3. Identify the objective of marketing communications.
4. Explain the term positioning with the help of an example.
5. Define Retailing.
6. Explain the term premium pricing.
7. Define the term remarketing.
8. Explain the term one level distribution channel.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Explain the term promotion mix.
10. Explain the factors to be considered in product development.
11. Evaluate on the concept of degree of product differentiation affecting the pricing decisions.
12. Explain the term specialty product with the help of an example.
13. Explain the importance of publicity.
14. Discuss the different types of distribution channels based on number of layers in the chain.
15. Why is Consumer Insight study necessary?
16. List the factors to be considered for the selection of target market strategy.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Discuss the five stages of product decisions.
18. List the benefits of direct marketing.
19. What are the objectives of Marketing?
20. Discuss the importance of distribution channels.
21. Distinguish between promotional mix and marketing mix.
22. What are the public and ethical issues faced in direct marketing?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Explain the different types of pricing strategies.
24. Discuss the modern techniques used by the companies for channel motivation.
25. How does an organization take the concept of Marketing Management ?
26. Distinguish between push and pull marketing.

(10 x 2 = 20)