

Reg. No

Name

23U220-S

BBA DEGREE END SEMESTER EXAMINATION - MARCH 2023

SEMESTER 2 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 16U2CRBBA4: FUNDAMENTALS OF MARKETING

(For Supplementary - 2016/2017/2018/2019 Admissions)

Time : Three Hours

Max. Marks: 75

PART A

Answer All (1 mark each)

1. What is the concept of Marketing Management?
2. Which are the 3 aspects of Marketing?
3. Define Target Marketing.
4. Why is brand loyalty Important?
5. What is push strategy?
6. State the importance of distribution channels?

(1 x 6 = 6)

PART B

Answer any 7 (2 marks each)

7. "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.
8. What do you do to generate richer Consumer Insights?
9. How does Marketing benefit the firms?
10. What are the Positioning Strategies that an organization can choose from, to position its products and services?
11. What are the types of service marketing? Explain the marketing strategies that a service firm can choose.
12. What is pricing? What are the factors influencing pricing decisions?
13. What is direct marketing? State the tools of direct marketing.
14. What is
a) direct mail b) E-marketing c) sales promotion
15. Define distribution channels. State its forms.
16. What are the stages involved in a buying process?

(2 x 7 = 14)

PART C

Answer any 5 (5 marks each)

17. Explain the scope of Marketing.
18. What are the duties and responsibilities of a Marketing Manager?
19. Define Market Positioning. Explain the Market Positioning Strategies.
20. What is PLC? What are the stages involved in PLC?
21. What are the levels of decisions in products and services?
22. Explain service marketing and its characteristics.

23. Define direct marketing and What are the most common forms of direct marketing?
24. Explain consumer behavior. What are the benefits of consumer behavior?

(5 x 5 = 25)

PART D

Answer any 2 (15 marks each)

25. Define market segmentation. What are the pre- requisites involved in effective segmentation.
26. What is branding and its strategies? Explain the characteristics of a good brand.
27. What is e-marketing? What are the types of e-marketing? Mention its advantages.
28. What are the theories or models of consumer behavior?

(15 x 2 = 30)