

Reg. No

Name

23U304

B.B.A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023

SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U3CRBBA7 : MARKETING MANAGEMENT

(For Regular -2022 Admission and Improvement/Supplementary -2021/2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Define Retailing.
2. Explain the concept of sales promotion.
3. Explain the two types of approaches in market segmentation.
4. Explain the wheel of retailing theory.
5. Define Product and services.
6. With an example discuss pull strategy.
7. list any two important objective of marketing management.
8. Explain the term micro marketing.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Explain the term sorting in functions of distribution.
10. Explain the factors to be considered in product development.
11. Explain the societal concept of marketing.
12. Describe the role of marketing in introductory stage of a product.
13. Explain the term psychological segmentation with the help of an example.
14. Explain the importance of publicity.
15. Elaborate on the tools of integrated marketing communication.
16. Explain the term specialty product with the help of an example.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. Explain the classification of products.
18. Explain the concept of Marketing myopia with the example of Nokia.
19. Define tele-marketing. State its advantages and disadvantages.
20. Explain how the competitor factors affect the decision on distribution channel.
21. Distinguish between trade sales promotion and consumer sales promotion.
22. Discuss the public and ethical issues faced in direct marketing.

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Distinguish between a distributor and a dealer. Write note on the different distribution channels.
24. Discuss STP of Netflix.
25. Distinguish between product and services.
26. List any one example for recent development in marketing.

(10 x 2 = 20)