

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 3 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U3CRBBA7 : MARKETING MANAGEMENT***(For Regular 2023 Admission and Improvement/Supplementary 2022/2021/2020 Admissions)*

Time : Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. Explain the term pull marketing.
2. Define the term New Retail Environment.
3. Define the term Direct Marketing.
4. Marketing is strategic, Explain the statement with the help of an example.
5. List the three drivers of how customer attach value to a product.
6. Identify the segmentation type which can be used for school bags.
7. Explain the term integrated marketing communication.
8. Explain the term one level distribution channel.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Explain the term Tradeshow with the help of an example.
10. Explain the term Multiple Channel Distribution.
11. Explain the term Corporate Retailing.
12. Explain Advertising and Public Relations.
13. List the functions of Marketing.
14. Distinguish the terms B2B and B2C distribution.
15. Identify the advantages of publicity.
16. Explain how the competition affect the pricing decisions of a product or service.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Identify are the steps for Channel Motivation.
18. Explain the concept of different degree of price discriminations.
19. Distinguish between promotional mix and marketing mix.
20. Explain service marketing and its characteristics.
21. Explain benefits of Direct Marketing.
22. Distinguish between advertising and sale promotion.

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. Explain the functions of Distribution channels.
24. Discuss the steps involved in designing an Advertising Campaign for a FMCG Product of your choice.
25. Discuss the concept of Marketing Management and discuss the same with the help of an example.
26. Discuss the factors affecting the pricing decisions.

(10 x 2 = 20)