

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024**SEMESTER 3 : BUSINESS ANALYTICS****COURSE : 23U3CRBBA09 : MARKETING MANAGEMENT***(For Regular - 2023 Admission)*

Time : Three Hours

Max. Marks: 60

PART A**Answer all questions. Each question carries 1 mark**

1. Explain the term Potential product.
2. Define the term franchise.
3. Explain the term micro marketing.
4. List the Four P's of marketing.
5. With an example discuss pull strategy.
6. Explain the term Remarketing.
7. Explain the term value based pricing.
8. Define the term Promotion in marketing.

(1 x 8 = 8)**PART B****Answer any Six of the following questions. Each question carries 2 marks**

9. Evaluate on the concept of degree of product differentiation affecting the pricing decisions.
10. Explain Retail marketing.
11. List the different ways of market segmentation.
12. Explain the importance of publicity.
13. The key difference between sales and marketing is considered that marketing is a long-term activity and sales is short-term. Justify the statement with the help of an example.
14. Explain the selling concept of marketing.
15. Explain the term shopping product with the help of an example.
16. Identify the important objectives of promotion.

(2 x 6 = 12)**PART C****Answer any four of the following questions. Each question carries 5 marks**

17. Explain how the competitor factors affect the decision on distribution channel.
18. Explain the Traditional and Modern concept of Marketing.
19. Explain the importance of branding in marketing.
20. Explain service marketing and its characteristics.
21. What is Consumer Insight? What are the types and possible sources of Consumer Insight?
22. Distinguish between trade sales promotion and consumer sales promotion.

(5 x 4 = 20)**PART D****Answer any two of the following questions. Each question carries ten marks**

23. Distinguish between a distributor and a dealer. Write note on the different distribution channels.
24. Explain the different types of pricing strategies.
25. Discuss the features and objectives of Marketing.
26. Discuss the step by step process of promotional mix strategy.

(10 x 2 = 20)