

Register Number:
Name of the Candidate:

B.B.A. DEGREE EXAMINATION, May 2015

(FINANCIAL PLANNING)

(SECOND YEAR)

650: MARKETING MANAGEMENT

Time: Three hours

Maximum: 100 marks

SECTION-A

(10×2=20)

Answer any TEN questions

1. Define the term 'Marketing Management'.
2. What is Idea Marketing?
3. What is the meaning of Market?
4. What is the meaning of Random Sampling?
5. What is meant by Brand Equity?
6. What is Penetration Pricing?
7. What is Direct Marketing?
8. What is 'Pull Strategy'?
9. What is 'Public Relations'?
10. What is window shopping?
11. What is meant by complex Buying Behaviour?
12. What is Marketing Mix?

SECTION-B

(4×10=40)

Answer any FOUR questions

13. Explain the significance of marketing to the individuals.
14. Explain the classification of consumer products.
15. Enlist the advantages of Marketing Research.
16. Distinguish between Marketing Research and Marketing Information.
17. List the functions performed by channel intermediaries.
18. Why do new products fail? Write the reasons.

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SECTION-C

(2×20=40)

Answer any TWO questions

19. List and explain the various functions of marketing.
20. Explain the factors influencing Business buyer behaviour.
21. Discuss the steps in developing a new product.
22. Explain the strategies to be followed by a business organization in developing good relationship with the customers.
