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Register Number :

5808

Name of the Candidate :

B.B.A. DEGREE EXAMINATION MAY 2014.

(AVIATION, TOURISM AND HOSPITALITY MANAGEMENT)

(THIRD YEAR)

(PART – III)

350 — MARKETING MANAGEMENT

Time : Three hours

Maximum : 100 marks

SECTION A

Answer ALL questions.

(10 × 2 = 20)

All questions carry equal marks.

1. Define the following :
 - (a) Selling.
 - (b) Marketing research.
 - (c) Marketing mix.
 - (d) Branding.
 - (e) Distribution.
 - (f) Pricing.
 - (g) Advertising effectiveness.
 - (h) Advertising agency.
 - (i) Sales promotion.
 - (j) Publicity.

SECTION B

Answer any FOUR questions.

(4 × 10 = 40)

All questions carry equal marks.

2. Explain the various approaches to the study of marketing.
3. Explain the various factors determining consumer behaviour.
4. Describe the various basis for segmenting consumer markets.

5. Explain the procedure involved in price determination.
6. Write short notes on :
 - (a) Promotion mix
 - (b) Advertising appropriation.
7. Explain the qualities required for a salesman.

SECTION C

Answer any TWO questions.

(2 × 20 = 40)

All questions carry equal marks.

8. With the help of a neat sketch describe the stages involved in buying decisions.
 9. Identify a suitable basis for segmenting the following :
 - (a) Luxury pen
 - (b) Fairness cream
 - (c) Small sized-less priced car
 - (d) LED televisions.
 10. With the help of suitable examples, describe the various pricing strategies.
 11. How to select salesforce of an organisation? How can they be compensated?
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