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Register Number:

5759

Name of the Candidate:

B.B.A. DEGREE EXAMINATION, May 2015

(BUSINESS APPLICATIONS)

(THIRD YEAR)

(PART-III)

310: MARKETING MANAGEMENT

Time: Three hours

Maximum: 100 marks

SECTION-A

(10×2=20)

Answer ALL questions

1. What is meant by Product?
2. Define Marketing Research.
3. What is Buying Media?
4. State the meaning of Consumerism.
5. What is public relations?
6. What is wholesaling?
7. Define Advertising.
8. State the meaning of Sales Promotion.
9. What is Marketing Strategies?
10. What is meant by Global Business Environment?

SECTION-B

(4×10=40)

Answer any FOUR questions

11. Explain in detail the concepts of Marketing.
12. Distinguish between customer value and customer.
13. Explain the reasons for doing business in abroad.
14. Describe the aims of Marketing Communications.
15. Explain the essentials of a Firm's Marketing effort .
16. Explain the role of Advertising in the organization.

SECTION-C

(2×20=40)

Answer any TWO questions

17. Describe the different kinds of sales promotion.
18. Explain the advantages and disadvantages of Marketing communications.
19. Enumerate the various steps involved in the New product Development.
20. Discuss in detail bases of international marketing.
