

THREE YEAR B.B.A (CBCS) DEGREE EXAMINATION, APRIL 2018

FOURTH SEMESTER

MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 75

PART - A

Answer any FIVE of the following questions.

(Marks : 5 × 5 marks = 25 marks)

1. Societal Marketing Concept
2. Product Concept
3. Buying Decision process
4. Market segmentation
5. Branding
6. Labeling
7. Break-even point
8. Price v/s Value
9. Global marketing
10. Social media marketing

PART - B

Answer any FIVE questions. All questions carry equal marks.

(Marks : 5 × 10 marks = 50 marks)

11. Define marketing mix and explain the components of marketing mix.
12. Explain the factors that influence marketing environment.
13. Explain the factors that influence Consumer Behavior.
14. Explain various types of market segmentation.
15. Define Product Life Cycle? Explain various stages of a product.
16. Explain various stages in new product development.

17. Write a note on various factors that influence price determination.
 18. Describe various pricing strategies.
 19. Define promotion mix? Explain various components of promotion mix.
 20. Write a note on various channels of marketing distribution.
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