



K23U 3529

Reg. No. :

Name :

**III Semester B.B.A./B.B.A. (RTM) Degree (C.B.C.S.S. – O.B.E. – Regular/
Supplementary/Improvement) Examination, November 2023
(2019 to 2022 Admissions)**

Core Course

3B05 BBA/BBA(RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. What is meant by target market ?
2. Define packaging.
3. Define product.
4. What do you mean by promotion mix ?
5. Explain E-Marketing.
6. What is penetration pricing ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. What do you mean by product item ?
8. Define advertisement copy.
9. Define consumer behaviour.
10. What are the components of CRM ?
11. What is meant by convenient goods ?

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12. What do you mean by publicity ?
13. Explain indoor advertising.
14. Define personal selling.

(6×2=12)

PART – C

Answer any 4 questions. Each question carries 3 marks.

15. What are the various objectives of pricing ?
16. Explain the process in new product development.
17. Elucidate the importance of branding.
18. Explain the various types of promotion.
19. Enumerate the drawbacks of CRM programme.
20. What are the types of distribution channels for consumer goods ?

(4×3=12)

PART – D

Answer any 2 questions. Each question carries 5 marks.

21. Define advertisement media. Explain the factors influencing selection of advertisement media.
22. What is product life cycle ? Describe the various stages of product life cycle.
23. Define personal selling. Explain the significance of personal selling.
24. What is green marketing ? Explain the importance of green marketing in the current scenario.

(2×5=10)



K22U 3573

Reg. No. :

Name :

**Third Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, November 2022
(2019 Admission Onwards)**

**Core Course
3B05BBA/BBA(RTM) : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

**PART – A
(Very Short Answer)**

Answer **all** the questions. **Each** question carries **one** mark.

1. What is Marketing ?
2. Explain your idea about Team Work.
3. Define Market segmentation.
4. What is Target marketing ?
5. Explain the term direct marketing.
6. What is an Advertisement copy ?

(6×1=6)

**PART – B
(Short Answer)**

Answer **any six** questions. **Each** question carries **2** marks.

7. What is e-CRM ?
8. What are the different channels of marketing ?
9. What is Marketing mix ?
10. What do you mean by Macro marketing environment ?

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11. Briefly narrate the concept of Online marketing.
12. What is Marketing Myopia ?
13. What is your idea about ethical aspects of advertising ?
14. Explain the term Branding.

(6×2=12)

PART – C
(Essay)

Answer **any four** questions. **Each** question carries **3** marks.

15. What is the importance of marketing ?
16. Briefly explain the dimensions of product mix.
17. What are the drawbacks of CRM programme ?
18. Briefly explain the functions of a salesman.
19. What are the characteristics of Green marketing ?
20. Why Relationship marketing in business is important ?

(4×3=12)

PART – D
(Long Essay)

Answer **any two** questions. **Each** question carries **5** marks.

21. Explain briefly the factors affecting the pricing.
22. Briefly explain the concept of Product life cycle.
23. Discuss briefly the importance of Social media in marketing the products.
24. "Advertising is only evil when it advertises evil things." Based on the phrase, explain briefly the ethical aspects of advertisement in an organisation. **(2×5=10)**



K20U 1924

Reg. No. :

Name :

**III Semester B.B.A./B.B.A. (R.T.M.) Degree CBCSS (OBE) – Regular
Examination, November 2020
(2019 Admission Only)
Core Course
3B05 BBA/BBA (RTM) : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

PART – A

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

1. Define consumer behaviour.
2. What is price discrimination ?
3. What is advertisement copy ?
4. What is sales promotion ?
5. Define CRM.
6. What is green marketing ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. What are the components of micro marketing environment ?
8. State the importance of branding.
9. State any four strategies of product mix.
10. Discuss the variables of demographic market segmentation.
11. Discuss the tools of consumer sales promotion.
12. State any four qualities of a good salesman.
13. State the components of CRM programmes.
14. Discuss green marketing efforts.

(6×2=12)

P.T.O.



PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

- 15. State the characteristics of marketing.
- 16. What are the stages of product life cycle ?
- 17. Discuss the functions of advertising.
- 18. Discuss the elements of marketing promotion mix.
- 19. Discuss the activities in physical distribution.
- 20. Explain the significance of green marketing. **(4×3=12)**

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

- 21. Define marketing mix. State its importance and components.
- 22. Define pricing. Explain the various pricing strategies.
- 23. What is personal selling ? State its features and objectives.
- 24. What is direct marketing ? Explain its benefits and limitations. **(2×5=10)**

PART – B

(6×2=12)

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K21U 1925

Reg. No. :

Name :

III Semester B.B.A./B.B.A. (RTM) Degree CBCSS (OBE) Reg./Sup./Imp.
Examination, November 2021
(2019-2020 Admission)

Core Course
3B05BBA/BBA (RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark :

1. Define branding.
2. What is price discrimination ?
3. State any two tools of sales promotion.
4. What is skimming price policy ?
5. Define direct marketing.
6. What is e-CRM ?

(6×1=6)

PART– B

Answer **any 6** questions. **Each** question carries **2** marks :

7. Discuss the steps in target marketing.
8. State any four difference between selling and marketing.
9. State the objectives of pricing.
10. Define product life cycle.
11. Discuss the elements of marketing promotion mix.
12. What are the characteristics of a good salesman ?
13. State any four benefits of direct marketing
14. What are the features of CRM ?

(6×2=12)

P.T.O.



PART - C

Answer any 4 questions. Each question carries 3 marks :

- 15. Explain micro marketing environment.
- 16. State the factors affecting consumer behaviour.
- 17. Discuss the objectives of marketing promotion.
- 18. Discuss the characteristics of personal selling.
- 19. Discuss the functions of channels of distribution.
- 20. State the significance of CRM.

(4x3=12)

PART - D

Answer any 2 questions. Each question carries 5 marks :

- 21. What is marketing segmentation ? Explain its basis
- 22. Define product mix. Discuss its strategies
- 23. What is advertising media ? Explain its types
- 24. What is green marketing ? Explain its need and importance.

(2x5=10)