

(6 pages)

Reg. No. : _____

Code No. : 10414 E Sub. Code : AMBA 42

B.B.A. (CBCS) DEGREE EXAMINATION,
NOVEMBER 2022.

Fourth Semester

Business Administration — Core

MARKETING MANAGEMENT

(For those who joined in July 2020 onwards)

Time : Three hours Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. The _____ concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the organization's products.
- (a) production (b) selling
(c) marketing (d) holistic marketing

2. Listing alternatives that will solve the problem at hand and determining the characteristics of each occurs during which stage of the final consumer's decision process?
- (a) information search
(b) purchase
(c) evaluation of alternatives
(d) post purchase
3. Income, education and occupation are major segmentation variables in which category?
- (a) Geographic (b) Behavioral
(c) Demographic (d) Psychographic
4. Positioning is what a manufacturer does to the _____
- (a) product (b) media
(c) quality (d) mind of prospect
5. Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified as _____ products.
- (a) specialty (b) convenience
(c) unsought (d) augmented

Page 2 Code No. : 10414 E

6. _____ refers to the information a consumer has stored in their memory about a product or service.
- (a) cognitive dissonance
(b) product knowledge
(c) product research
(d) marketing research
7. Which of the following is also referred to as mark-up pricing?
- (a) Cost price (b) Cost plus pricing
(c) Marginal pricing (d) Discount pricing
8. _____ sells to the customers or consumers.
- (a) Wholesaler (b) Retailer
(c) Broker (d) Drop-shipper
9. If the aim of the promotion to introduce a new consumer product is to achieve high awareness levels, the firm will most likely make heavy use of _____ in the promotional mix.
- (a) Personal selling (b) Advertising
(c) Sales promotion (d) Publicity

Page 3 Code No. : 10414 E

10. The promotion "P" of marketing is also known as _____
- (a) product differentiation
(b) distribution
(c) cost
(d) marketing communication

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Explain the objectives of marketing.
Or
(b) What are the elements of buying?
12. (a) What are the characteristics of niche marketing?
Or
(b) Mention the most common position errors that should be avoided.
13. (a) What are the attributes added to a product in order to differentiate it from its competitor?
Or
(b) State the different types of brands.

Page 4 Code No. : 10414 E
[P.T.O.]

14. (a) Explain the basic policies recognized for pricing.

Or

- (b) List out the services rendered by a retailer.

15. (a) Explain the basic purpose of sales promotion.

Or

- (b) What are the quantitative objectives of personal selling?

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) Explain the benefits of holistic marketing.

Or

- (b) Discuss the factors that influence consumer behaviour.

17. (a) Describe the various strategic options of marketing identified by market segmentation.

Or

- (b) Explain the different approaches to positioning of a product.

18. (a) Discuss the factors that influence a change in product mix.

Or

- (b) State the advantages of product life cycle.

19. (a) Explain the different kinds of pricing.

Or

- (b) Describe the factors that affect the choice of distribution channel.

20. (a) Discuss the objectives of advertising.

Or

- (b) Explain the different types of word of mouth marketing.