

# KAMARAJ COLLEGE (Autonomous)

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(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

(4 Pages)

Reg. No:.....

Question Code: 26E02614

Course Code : 24UMBA41

UG Degree - End Semester Examinations, April 2026

Fourth Semester

B.B.A

Marketing Management

(For those who joined in July 2024 onwards)

Time : 3Hours

Maximum : 75 Marks

## PART - A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer :

- CO:1 1. Marketing is best defined as a process of  
K:1 (a) Selling products at maximum profit (b) Creating, communicating, and delivering value to customers  
(c) Producing goods in large quantities (d) Advertising products effectively
- CO:1 2. Which of the following is *not* a component of the marketing mix?  
K:1 (a) Product (b) Price  
(c) Profit (d) Promotion
- CO:2 3. The stage in the product life cycle where sales grow rapidly is  
K:2 (a) Introduction (b) Growth  
(c) Maturity (d) Decline
- CO:2 4. Market segmentation refers to  
K:1 (a) Selling the same product to all customers (b) Reducing product varieties  
(c) Dividing the market into homogeneous groups (d) Fixing different prices for the same product
- CO:3 5. Cost-oriented pricing is based mainly on  
K:2 (a) Customer demand (b) Competitor prices  
(c) Cost of production (d) Market conditions

- CO:3 6. Which of the following is a key function of physical distribution?  
K:2 (a) Branding (b) Warehousing  
(c) Advertising (d) Market research
- CO:4 7. Integrated Marketing Communication (IMC) focuses on  
K:2 (a) Using only advertising (b) Reducing promotional expenses  
(c) Personal selling only (d) Coordinating all promotional tools for consistency
- CO:4 8. Customer Relationship Management (CRM) primarily aims at  
K:1 (a) Increasing product variety (b) Building long-term customer relationships  
(c) Reducing prices (d) Improving distribution
- CO:5 9. Personal selling is most suitable when  
K:2 (a) The market is large and scattered (b) Products are standardized  
(c) Products are complex and expensive (d) Demand is seasonal
- CO:5 10. Which of the following is a sales promotion tool?  
K:2 (a) Public relations (b) Advertising  
(c) Coupons (d) Personal selling

**PART - B (5 X 5 = 25 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 250 words.**

- CO:1 11. (a) Define marketing and explain its role in modern business  
K:4 organizations

**(OR)**

(b) Enumerate the fundamentals of Marketing with suitable examples.

- CO:2 12. (a) Explain the classification of products with examples.  
K:4

**(OR)**

(b) Describe the stages of the product life cycle.

- CO:3 13. (a) Determine the concept and objectives of pricing.  
K4

**(OR)**

(b) Examine the factors involved in the determination of pricing the Product.

CO:4 14. (a) Explain the Fundamentals of Communication Mix.

K:4

**(OR)**

(b) Illustrate the importance of Customer Relationship Management

CO:5 15. (a) Explain the fundamentals of sales management.

K:3

**(OR)**

(b) Discuss various sales promotion tools with examples.

**PART - C (5 X 8 = 40 Marks)**

**Answer ALL Questions choosing either (a) or (b).**

**Answer should not exceed 500 words.**

CO:1 16. (a) Explain the concept of the marketing mix and its elements with suitable examples.

K:4

**(OR)**

(b) Analyze the various factors affecting the marketing functions with examples.

CO:2 17. (a) Explain market segmentation, targeting, and positioning (STP) strategies in detail.

K:4

**(OR)**

(b) Examine the importance of branding and packing in modern marketing.

CO:3 18. (a) List and explain the key components of physical distribution in detail.

K:3

**(OR)**

(b) Describe the types of marketing channels and the challenges involved in distribution.

CO:4 19. (a) Enumerate the different types of media and their characteristics.

K:4

**(OR)**

(b) Explain the process and significance of Integrated Marketing Communication

CO:5 20. (a) Infer the term personal selling and describe the personal selling process with suitable example.  
K:3

**(OR)**

(b) Evaluate the methods of motivation to improve the sales force performance in detail with example.