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Code No.: 21009 E Sub. Code: EMBA 31/ EMSL 31

B.B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2024.

Third Semester

Business Administration/Shipping and Logistic - Core

MARKETING MANAGEMENT

(For those who joined in July 2023 onwards)

Time: Three hours

Maximum: 75 marks

PART A — $(10 \times 1 = 10 \text{ marks})$

Answer ALL questions.

Choose the correct answer:

- - (a) Regular periodic market
 - (b) Seasonal market
 - (c) Daily market
 - (d) Rural market

- If marketing is done through information and ordering machine placed in stores, it is known as
 - (a) Kiosk marketing
 - (b) Television marketing
 - (c) Tele marketing
 - (d) All of these
- 3. Which of the following are the elements of product positioning?
 - (a) The Product
- (b) The Company
- (c) The Consumer
- (d) All of these
- 4. Sub-dividing of market into homogeneous sub-sections of customers is known as
 - (a) Target marketing
 - (b) Market segmentation
 - (c) Product differentiation
 - (d) None of these
- 5. Introducing a product at low price and increasing the price once the brand succeeds is known as _____ pricing.
 - (a) Penetration
- (b) Skimming
- (c) Going rate
- (d) None of these

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	price reduction to	buyers	s who pay their
pro	mptly is called		
(a)	Trade discount	(b)	Cash discount
(c)	Seasonal discount	(d)	Quality discount

word,

(a) Cann

(b) Chaan

(c) Canal

(d) None of these

8. Departmental store is an example of

(a) Second hand goods seller

(b) Large scale retailer

(c) Multiple shop

(d) None of these

9. AIDAS stands for

> (a) Attention, Interest, Desire, Action, Satisfaction

(b) Action, Interest, Decision, Attention, Service

(c) Attention, Interest, Attitude, Action, Satisfaction

(d) None of these

Any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor is known as

(a) Advertisement

(b) Marketing

(c) Selling

(d) None of these

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PART B — $(5 \times 5 = 25 \text{ marks})$

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) What are the 4Ps of marketing and how do they interact?

Or

(b) Describe the characteristics of a monopolistic competition market.

12. (a) Explain the importance of market segmentation.

Or

(b) Discuss the stages of product life cycle.

13. (a) Explain the importance of pricing in marketing strategy.

Or

(b) Discuss the difference between penetration pricing and skimming pricing.

(a) Describe the functions of channel members. 14.

Or

(b) Explain the advantages of dual distribution channels.

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[P.T.O.]

(a) Explain the objectives of sales promotion.

O

(b) Discuss the role of sales promotion in the marketing mix.

PART C - $(5 \times 8 = 40 \text{ marks})$

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

 (a) Explain the concept of market structure and its impact on business decisions.

Oı

- (b) Explain how the extended marketing mix influences customer loyalty.
- (a) Explain how product life cycle influences product development.

Or

- (b) Describe how market segmentation influences marketing mix decisions.
- (a) Explain the concept of price discrimination and its implications for the business.

Or

(b) Discuss the role of technology in pricing strategy.

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 (a) Analyse the physical distribution strategy of a successful business.

Or

- (b) Explain the factors influencing the channel selection.
- 20. (a) What are the factors determining promotion mix.

Or

(b) Explain how digital advertising differs from traditional advertising.

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