

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2023
(Third Semester)

Branch : **BUSINESS ADMINISTRATION(LOGISTICS)**

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

- 1 Which of the following is not an element of marketing mix?
(i) Distribution (ii) Product
(iii) Target Marketing (iv) Pricing
- 2 Which of the following is not part of demographic segmentation?
(i) Age (ii) Interest and activity
(iii) Income (iv) Education
- 3 Creating product awareness and trial is the marketing objective in the following stage.
(i) Introduction (ii) Growth
(iii) Maturity (iv) Saturation
- 4 Which of the following refers to marketing channel?
(i) Integrated marketing communication (ii) Distribution
(iii) Marketing Myopia (iv) Retailing
- 5 Advertising is reached to the residential place and it is
(i) Promotional advertising (ii) Outdoor advertising
(iii) Indoor advertising (iv) Direct advertising

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

- 6 a Trace the evaluation of the concept of Marketing
OR
b Interpret the types of Market Environment.
- 7 a Explain the factors that affect consumer behaviour.
OR
b Specify the need for Marketing research.
- 8 a How do you classify Products? Explain
OR
b Outline the objectives of Pricing.

Cont...

- 9 a How to select media?
OR
b Write a note on Promotional mix.
- 10 a State the objectives of personal selling.
OR
b Explain the scope of online marketing in India.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Bring out the role of marketing in the economic development of a country.
OR
b Write in detail about Marketing Mix.
- 12 a Identify the various bases for market segmentation.
OR
b Enumerate the major areas of marketing research.
- 13 a Identify the various stages in New Product Development.
OR
b Elaborate the various methods of pricing.
- 14 a Discuss the classification of channels of distribution.
OR
b Describe the elements of Promotion mix.
- 15 a Explain the qualities of a good salesman.
OR
b Describe the various kinds of outdoor advertising.

Z-Z-Z

END