

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(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 Marketing is a process which aims at _____
(i) Production (ii) Profit making
(iii) Satisfaction of customer needs (iv) Selling product
- 2 Buying decision of a customer depends on his
(i) Price (ii) Promotion
(iii) Product (iv) Attitudes
- 3 How many stages are involved in a product life cycle?
(i) Five (ii) Six
(iii) Seven (iv) Eight
- 4 Moving goods from the place of production to the place of consumption is termed as _____
(i) Product mix (ii) Market
(iii) Marketing Mix (iv) Channels
- 5 Which of the following advertisement is cheap and informative?
(i) Television (ii) Newspaper
(iii) Magazine (iv) Cinema

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Write a note on social marketing.
OR
b Explain the components of Marketing Mix.
- 7 a Give the meaning of Buying Motive.
OR
b What are the social factors influencing buyer behaviour?
- 8 a State the reasons for product development.
OR
b Write about a brief note on Pricing Policy.
- 9 a State the importance of channel of distribution.
OR
b Explain the kinds of Promotion
- 10 a Do you think that advertising is an investment? Discuss
OR
b Explain Online marketing strategy.

Cont...

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Enumerate the importance of marketing to the society and individual firm.
OR
b Distinguish the term Marketing from Selling.
- 12 a Analyze various stages incorporated in consumer decision making process.
OR
b What are the different ways in which market segmentation is done?
- 13 a Discuss the stages of product life cycle.
OR
b Explain the factors influencing price determination.
- 14 a Discover factors to consider while choosing distribution channel.
OR
b Discuss the major objectives of sales management.
- 15 a Explain in detail the various types of sales promotion techniques.
OR
b Why is personal selling important? Explain.

Z-Z-Z

END