

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2024
(Third Semester)

Common to Branches – BUSINESS ADMINISTRATION/ BUSINESS
ADMINISTRATION (INFORMATION SYSTEM)/ BUSINESS
ADMINISTRATION (RETAIL MANAGEMENT)

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 Who is the Father of Modern Marketing?
(i) Philip Kotler (ii) Peter F Drucker
(iii) Raymond Kroc (iv) Abraham Maslow
- 2 _____ is the key term in AMA's definition of marketing.
(i) Sales (ii) Promotion
(iii) Value (iv) Profit
- 3 Different price points for a different level of quality for a company's related products is a part of which pricing strategy?
(i) Product line pricing (ii) Incremental pricing
(iii) Optional product pricing (iv) By-product pricing
- 4 The following are all major stages of a product life cycle except _____.
(i) Sales decline (ii) Market maturity
(iii) Market introduction (iv) Market growth
- 5 Promotion mix includes Sales Promotion, Personal Selling, Advertising and
(i) Marketing (ii) Sales
(iii) Publicity (iv) None of these

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 (a) Differentiate between marketing and selling.
OR
(b) Explain the scope of marketing in short.
- 7 (a) What are the steps in buying decision making process?
OR
(b) Explain the different types of buying motives in short.
- 8 (a) What are the objectives of product mix?
OR
(b) Explain the features of a good brand.
- 9 (a) Write a short notes on functions of marketing channels.
OR
(b) What are the objectives of pricing?
- 10 (a) Differentiate between advertising and publicity.
OR
(b) What are the components of promotion mix?

Cont...

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks (5 x 6 = 30)

- 11 (a) Classify and discuss different kinds of environmental factors that influence functions of marketing management.
OR
(b) Comment on issues and challenges faced by the marketing department in the present era.
- 12 (a) Enumerate the need and importance of understanding consumer behavior.
OR
(b) What are the different bases of market segmentation? Discuss in detail.
- 13 (a) Define product life cycle and explain its phases and respective marketing strategies to be adopted in each phase.
OR
(b) What is new product development? What are the different stages involved in it?
- 14 (a) Elaborate the different kinds of pricing strategies used in the modern era.
OR
(b) Briefly discuss the need and importance of consumer protection.
- 15 (a) Discuss the tools and techniques of sales promotion.
OR
(b) Comment on current trends and developments in the field of marketing.

Z-Z-Z

END