

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (LOGISTICS)

MARKETING MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions /

ALL questions carry EQUAL marks

(10 x 1 = 10)

- 1 Which concept of marketing is product oriented?
(i) Old concept of marketing (ii) Modern concept of marketing
(iii) Entity concept of business (iv) Scientific management
- 2 _____ involves managing demand, which in turn involves managing customer relationship.
(i) Direct marketing (ii) Production management
(iii) Marketing management (iv) advertising
- 3 The ultimate level of segmentation leads to _____.
(i) Niche marketing (ii) Individual marketing
(iii) Local marketing (iv) National marketing
- 4 The sociological aspects which help marketers to understand consumer behavior decisions _____.
(i) Family (ii) Reference group
(iii) Opinion leader (iv) All of these
- 5 Production innovation implies bringing into existence:
(i) New product (ii) Old Product
(iii) Existing Product (iv) Price
- 6 Product life cycle characteristics consists of:
(i) Customers (ii) Channel
(iii) Advertising (iv) All of these
- 7 Sales promotion is usually targets toward either _____.
(i) The ultimate consumer or media
(ii) Members of the marketing channel or advertising agency
(iii) direct mail clients or retailers
(iv) The ultimate consumer or Members of the marketing channel
- 8 Marketing Channels are group of _____ firms involved in the process of making a service or product available for consumption.
(i) Independent (ii) Interdependent
(iii) Targeting (iv) Dimensional
- 9 _____ is an art of convincing the prospects to buy the given products.
(i) Sales (ii) Marketing
(iii) Personal Selling (iv) advertising
- 10 _____ is mass communication and is transmitted though the mass media.
(i) Advertising (ii) Publicity
(iii) Sales Promotion (iv) Personal selling

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 7 = 35)

- 11 a Analyze the factors influencing marketing concept.
OR
b Describe the elements of marketing mix.
- 12 a Explain the scope of marketing research.
OR
b Describe the elements of market segmentation.
- 13 a State the various classifications of product?
OR
b Narrate the factors influencing pricing decision?
- 14 a Describe the types of channels of distribution.
OR
b Explain the objectives of personal selling?
- 15 a Outline the various objectives of advertising.
OR
b Bring out the features of Online Marketing?

SECTION - C (30 Marks)

Answer any THREE Questions

ALL Questions Carry EQUAL Marks

(3 x 10 = 30)

- 16 Analyze the Components of Marketing Environment in India.
- 17 Examine the major factors influencing consumer behavior.
- 18 Elucidate the various stages of new product development.
- 19 Discuss about the kinds of sales promotion.
- 20 Summarize the Ethical issues in marketing with its Consequences.

Z-Z-Z

END