

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Third Semester)

Branch – 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 _____ is the father of marketing
(i) Abraham maslow (ii) Lester Wunderman
(iii) Peter Drucker (iv) Philip Kotler
- 2 Person's own living or interacting and acting pattern is classified
(i) lifestyle (ii) personality and self-concept
(iii) social class (iv) divisibility
- 3 What are the two ways that a company can obtain new products?
(i) line extension and brand management
(ii) internal development and brand management
(iii) new-product development and acquisition
(iv) service development and product extension
- 4 Most producers use _____ to bring their products to market or end users.
(i) Brokers (ii) Retailers
(iii) Intermediaries (iv) Distributors.
- 5 The _____ is the foundation of any advertising or marketing campaign.
(i) Research. (ii) Target segmentation
(iii) Creative brief. (iv) Media planning.

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a. Explain the concepts of marketing.
OR
b. Describe the four main P's of marketing.
- 7 a. Classify the buying motives of consumers.
OR
b. State the criteria for segmenting the market.
- 8 a. Explain the classification of product.
OR
b. Outline the principles of product development.
- 9 a. Classify the different types of distribution channel.
OR
b. Discuss the elements of promotion mix.
- 10 a. "Promotion is very important for product and services in marketing" –Explain.
OR
b. State the advantages of multi level marketing.

Cont....

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11 a. Enumerate the benefits of marketing.

OR

b. Examine the marketing environment in India.

12 a. Classify the factors influencing consumer behaviour.

OR

b. Discuss the stages of consumer buying decision process.

13 a. Summarise the various steps involved in new product development.

OR

b. Categorize the different stages of product life cycle.

14 a. Highlight the role of intermediaries in distribution channel.

OR

b. Distinguish between advertising and sales promotion.

15 a. Point out the different techniques in sales promotion.

OR

b. Elucidate the social responsibility in marketing ethics.

Z-Z-Z

END