

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)

**BBA DEGREE EXAMINATION MAY 2025**  
(Third Semester)

Common to Branches -**BUSINESS ADMINISTRATION/ BUSINESS ADMINISTRATION  
INFORMATION SYTEMS)/ BUSINESS ADMINISTRATION  
(RETAIL MANAGEMENT)/ BUSINESS ADMINISTRATION  
(LOGISTICS)**

**MARKETING MANAGEMENT**

Time: Three Hours

Maximum: 75 Marks

**SECTION-A (10 Marks)**

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	Concept which deals with good and quality products providing to the consumers is A. Marketing concept      B. Exchange Concept C. Product Concept      D. Production Concept	K1	CO1
	2	Re-marketing is related with creating demand for A. Fresh products.      B. Non-usable products C. Low quality products.      D. Renewed use of products.	K2	CO1
2	3	When a consumer decides to buy without much logical thinking, his decision is said to be A. Patronage.      B. Rational C. Emotional.      D. Habitual	K1	CO2
	4	Age, income, gender are grouped under A. Geographic segmentation B. Demographic segmentation C. Psycho graphical segmentation D. Behavioural segmentation	K2	CO2
3	5	It refers to the total number of items in its product mix. A. Product length      B. Product line C. Product width      D. Product mix	K1	CO3
	6	The group of elements price, product , promotion and place constitute A. Market mix      B. Marketing mix C. Product mix      D. Promotion mix	K2	CO3
4	7	When there is a large potential market for a product, the firm will adopt A. Penetration price policy      B. Skimming price policy C. Premium price policy      D. Mark up price policy	K1	CO4
	8	When producers, wholesalers, and retailers act as a unified system, they comprise a A. Conventional marketing system. B. Power-based marketing system. C. Horizontal marketing system. D. Vertical marketing system.	K2	CO4
5	9	Samples, coupons, contests are part of A. Personal selling      B. Sales promotion C. Advertising      D. Publicity	K1	CO5
	10	It is defined as developing eco- friendly products and their packages to control the negative effects on environment. A. Green marketing      B. Social marketing. C. De-marketing.      D. Mass marketing.	K2	CO5

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23MSU310N/ 23ISU311N/ 23RMU310N/  
23BLU310R/ 23MSU310/ 23ISU311/  
23RMU310/ 23BLU313  
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**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks (5 × 7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Describe the evolution of marketing.	K3	CO1
		(OR)		
	11.b.	Summarize the functions of marketing.		
2	12.a.	Explain the stages in the consumer buying decision making process.	K4	CO2
		(OR)		
	12.b.	Elucidate market targeting and positioning with suitable examples.		
3	13.a.	What considerations are taken in selecting an effective brand? List.	K4	CO3
		(OR)		
	13.b.	Outline the different stages in new product development.		
4	14.a.	Discuss the factors affecting pricing decisions.	K5	CO4
		(OR)		
	14.b.	Identify the decisions involved in management of channel of distribution.		
5	15.a.	Compile the objectives of personnel selling.	K6	CO5
		(OR)		
	15.b.	Enumerate the limitations and problems of digital marketing.		

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks (3 × 10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	What is relationship marketing? Make a relationship marketing plan as per your knowledge.	K4	CO1
2	17	Analyze the object of market segmentation and write the bases of market segmentation. .	K5	CO2
3	18	Examine the concept of PLC and discuss the strategic considerations in every stages.	K5	CO3
4	19	Elaborate the advertising medium which is more effective in terms of cost and reach in relation to other media available to the marketer. Justify with examples.	K6	CO4
5	20	“Marketing is a dynamic field that continually evolves to adapt to changing consumer behaviors” – Discuss on the recent trends in Indian market environment.	K6	CO5

Z-Z-Z END