

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
BBA DEGREE EXAMINATION DECEMBER 2025
(Third Semester)

Branch – BUSINESS ADMINISTRATION /
BUSINESS ADMINISTRATION(INFORMATION SYSTEM)/
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	What is the primary goal of de-marketing? a) To reduce demand for a product temporarily or permanently b) To increase product visibility c) To launch new products d) To sell more to existing customers	K1	CO1
	2	Observe the statement that is correct. a) Selling starts with customer needs, marketing starts with product. b) Selling is product-oriented; marketing is customer-oriented. c) Marketing focuses on short-term gains; selling focuses on long-term relationships. d) Selling focuses on value creation.	K2	CO1
2	3	Indicate which of the following is a psychographic variable: a) Gender b) Income c) Lifestyle d) Region	K1	CO2
	4	Predict the step describes the beginning of the consumer decision-making process. a) Post-purchase evaluation b) Information search c) Need recognition d) Purchase decision	K2	CO2
3	5	State what Product Mix refers to. a) Only one line of product b) Total number of products a company offers c) Only branded items d) Packaging design	K1	CO3
	6	Predict the term that clarifies the process of informing and persuading customers. a) Promotion b) Branding c) Packaging d) Labeling	K2	CO3
4	7	What is the right to be informed? a) Right to choose freely b) Right to know product details c) Right to safety d) Right to compensation	K1	CO4
	8	Predict the statement that best characterizes psychological pricing. a) Charging lower than competitors always b) Setting price like ₹999 instead of ₹1000 c) Adding high margins on luxury goods d) Adjusting prices based on location	K2	CO4
5	9	A Combination of Promotional tools used by a company is called a) Promotion mix b) Marketing research c) Marketing Plan d) Market mix	K1	CO5
	10	Predict the statement that relates to Green Marketing. a) A company promoting eco-friendly packaging b) A firm selling only luxury watches c) A business reducing staff costs d) A retailer advertising discount offers	K2	CO5

Cont...

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.	Define marketing management and explain its importance in modern business.	K2	CO1
		(OR)		
	11.b.	Explain the Role of Marketing Research.		
2	12.a.	Determine the marketers employ positioning strategies to gain a competitive edge?	K3	CO2
		(OR)		
	12.b.	Demonstrate the benefits of market segmentation for businesses.		
3	13.a.	Examine the advantages of using brand names.	K3	CO3
		(OR)		
	13.b.	Illustrate the factors determining marketing mix.		
4	14.a.	Distinguish between skimming pricing and penetration pricing.	K4	CO4
		(OR)		
	14.b.	Explain the responsibilities of a consumer.		
5	15.a.	Explain the objectives and kinds of promotion.	K4	CO5
		(OR)		
	15.b.	Explain the characteristics of services.		

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	Evaluate the functions of marketing.	K5	CO1
2	17	Contrast the stages of the Consumer Decision-Making Process with an example	K5	CO2
3	18	Explain the steps in new product development.	K6	CO3
4	19	Explain the functions of middlemen.	K4	CO4
5	20	Explain the distinctive features of the various elements of promotion mix.	K4	CO5

Z-Z-Z END