

# **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

$$(10 \times 1 = 10)$$

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  $(5 \times 7 = 35)$ 

Module No.	Question No.	Question	K Level	CO
1	11.a.	Define marketing management and explain its importance in modern business.  (OR)	K2	CO1
	11.b.	Explain the Role of Marketing Research.		
2	12.a.	Determine the marketers employ positioning strategies to gain a competitive edge?  (OR)	K3	CO2
	12.b.	Demonstrate the benefits of market segmentation for businesses.		
3	13.a.	Examine the advantages of using brand names.  (OR)	K3	CO3
	13.b.	Illustrate the factors determining marketing mix.		
4	14.a.	Distinguish between skimming pricing and penetration pricing.  (OR)	K4	CO4
	14.b.	Explain the responsibilities of a consumer.		
5	15.a.	Explain the objectives and kinds of promotion.  (OR)	K4	CO5
	15.b.	Explain the characteristics of services.		

**SECTION - C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks  $(3 \times 10 = 30)$ 

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