

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2026
(Third Semester)

Common to Branches - **BUSINESS ADMINISTRATION/BUSINESS ADMINISTRATION**
(IS)/BUSINESS ADMINISTRATION (RM)/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	Which of the following is NOT a function of marketing management? a) Market research b) Product development c) Financial accounting d) Promotion and advertising	K1	CO1
	2	Observe the activity that is not included within the scope of marketing. a) Promotion b) Pricing c) Manufacturing d) Distribution	K2	CO1
2	3	Identify a psychological factor influencing consumer behavior: a) Culture b) Motivation c) Family d) Income	K1	CO2
	4	How can we classify factors influencing consumer behavior? a) Internal and external b) Emotional and financial c) Rational and irrational d) Tangible and intangible	K2	CO2
3	5	What is Product Planning? a) Selection of raw materials b) Decision of price only c) Making decisions about product features, design, and marketing d) Process of packaging only	K1	CO3
	6	Estimate which stage of product life cycle requires the highest advertising expenditure. a) Introduction b) Growth c) Maturity d) Decline	K2	CO3
4	7	Identify the factor that affects pricing. a) Cost of production b) Weather c) Packaging color d) Employee names	K1	CO4
	8	Predict the shortest channel of distribution. a) Producer → Consumer b) Producer → Retailer → Consumer c) Producer → Wholesaler → Retailer → Consumer d) Producer → Agent → Wholesaler → Retailer → Consumer	K2	CO4
5	9	Which element of the promotion mix uses face-to-face interaction? a) Sales promotion b) Advertising c) Personal selling d) Public relations	K1	CO5
	10	Predict the factor that can be used to compute the effectiveness of advertising. a) Reach, frequency, recall, and customer response b) Cost of raw materials c) Employee turnover d) Number of suppliers	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.	Describe the differences between marketing and selling.	K1	CO1
		(OR)		
	11.b.	Recall the stages in the evolution of marketing.		
2	12.a.	Explain the methods of market segmentation.	K2	CO2
		(OR)		
	12.b.	Explain the consumer Decision Making process.		
3	13.a.	Examine the significance of product planning.	K3	CO3
		(OR)		
	13.b.	Explore the elements of marketing mix.		
4	14.a.	Examine the importance of distribution channel.	K4	CO4
		(OR)		
	14.b.	List the various rights of consumers.		
5	15.a.	Analyze the factors affecting promotion mix.	K4	CO5
		(OR)		
	15.b.	Contrast the importance of green 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	Describe the scope of marketing.	K1	CO1
2	17	Discuss the factors influencing consumer buying behavior.	K2	CO2
3	18	Explore the different stages of the product life cycle.	K3	CO3
4	19	Examine the kinds of pricing decisions.	K4	CO4
5	20	Analyze the benefits of digital marketing.	K4	CO5