

Reg. No. :

Name :

**III Semester B.B.A./B.B.A. (R.T.M.) Degree CBCSS (OBE) – Regular
Examination, November 2020
(2019 Admission Only)
Core Course
3B05 BBA/BBA (RTM) : MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries 1 mark.

1. Define consumer behaviour.
2. What is price discrimination ?
3. What is advertisement copy ?
4. What is sales promotion ?
5. Define CRM.
6. What is green marketing ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries 2 marks.

7. What are the components of micro marketing environment ?
8. State the importance of branding.
9. State any four strategies of product mix.
10. Discuss the variables of demographic market segmentation.
11. Discuss the tools of consumer sales promotion.
12. State any four qualities of a good salesman.
13. State the components of CRM programmes.
14. Discuss green marketing efforts.

(6×2=12)

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PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. State the characteristics of marketing.
16. What are the stages of product life cycle ?
17. Discuss the functions of advertising.
18. Discuss the elements of marketing promotion mix.
19. Discuss the activities in physical distribution.
20. Explain the significance of green marketing.

(4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Define marketing mix. State its importance and components.
22. Define pricing. Explain the various pricing strategies.
23. What is personal selling ? State its features and objectives.
24. What is direct marketing ? Explain its benefits and limitations.

(2×5=10)
