



K19U 0634

Reg. No. :

Name :

IV Semester B.B.A./B.B.A. (TTM)/B.B.A. (RTM) Degree (CBCSS-Reg./Supp./Imp.)
Examination, April 2019
(2014 Admission Onwards)
Core Course
4B07 BBA/BBA (TTM)/BBA(RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. Define marketing.
2. What is industrial product ?
3. Define market segmentation.
4. What is product mix ?

Answer **any four** questions. **Each** question carries **1** mark.

5. What is brand equity ?
6. What is personal selling ?
7. What is demographic segmentation ?
8. What is consumer behaviour ?
9. What do you mean by product development ?
10. What is product ?

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

11. What are the different types of media ?
12. What are the major functions labelling ?
13. Explain the important policies of pricing.

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14. Define Consumer Behaviour. What are the features of CB ?
15. Explain sales promotion strategies.
16. What are the different types of brand ?
17. What are the different levels of product ?
18. Explain the different types of product.

Answer **any two** questions. **Each** question carries **8** marks.

19. What do you mean by marketing mix and also explain elements of marketing mix ?
 20. Explain sales promotion techniques.
 21. Explain product life cycle.
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