



K16U 0080

Reg. No. : .....

Name : .....

VI Semester B.B.A./B.B.A.T.T.M./B.B.A.R.T.M. Degree (CCSS – Reg./  
Supple./Improv.) Examination, May 2016

Core Course

6B15 BBA/BBA (T)/BBA (RTM) : MARKETING MANAGEMENT  
(2012 Admn. Onwards)

Time : 3 Hours

Max. Weightage : 30

PART – A

This Part consists of **two** bunches of questions carrying **equal** weightage of **one**.  
**Each** bunch consists of **four** objective type questions. Answer **all**.

I. Choose the correct answer.

- 1) \_\_\_\_\_ refers to finding or creating new uses or users for an existing product.
  - a) Demarketing
  - b) Over marketing
  - c) Remarketing
  - d) Counter marketing
- 2) Registered brands are called \_\_\_\_\_.
  - a) Brand mark
  - b) Trade mark
  - c) Generic brand
  - d) None
- 3) \_\_\_\_\_ goods are those which a consumer buys after comparing the suitability, quality, price etc. of different brands.
  - a) Convenience
  - b) Speciality
  - c) Insistence
  - d) Shopping
- 4) \_\_\_\_\_ pricing is based on the principle that product should be positioned at the top of the market and must offer greater value comparing to other brands.
  - a) Premium
  - b) Neutral
  - c) Differential
  - d) None (W. = 1)

II. Fill in the blanks.

- 5) \_\_\_\_\_ marketing is a strategy of entering into an unreceptive country.
- 6) Product \_\_\_\_\_ is the act at designing the companies offer and image so that it occupies a distinct place in customer's mind.

P.T.O.



- 7) The broad product groups within the product mix are called \_\_\_\_\_
- 8) \_\_\_\_\_ is the practice of charging a low price right from the beginning to stimulate the growth of the market and to capture a large share of it. (W. = 1)

## PART – B

Answer **any 8** questions. **Each** carries a weight of **one**.

- 9) What is Zone Pricing ?
- 10) Explain physical distribution.
- 11) Who is a pedlar ?
- 12) Explain manufacturing Franchise.
- 13) What is Kisok Marketing ?
- 14) Explain selective distribution.
- 15) Explain money refund offer.
- 16) What is primary advertisement ?
- 17) Explain 'sky-writing'.
- 18) What do you mean by Turbo Marketing ? (W. = 8×1=8)

## PART – C

Answer **any six** questions. **Each** carries a weight of **two**.

- 19) Explain in detail to consumer reaction to price increase.
- 20) What is middle man distribution ? State its functions.
- 21) What do you mean by M.O.B. ? State its disadvantages.
- 22) Explain direct selling. State its limitations.
- 23) Differentiate between publicity and advertising.



24) What is personal selling ? State its features.

25) Explain any four types of product brand.

26) What is labelling ? State its functions.

(W. =  $6 \times 2 = 12$ )

PART – D

Answer **any two** questions. **Each** question carries a weightage of **four**.

27) What is E-Commerce ? State the recent trends in E-Commerce.

28) What is Promotion mix ? State the factors affecting promotion mix.

29) Define target marketing. State its advantages.

(W. =  $2 \times 4 = 8$ )

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