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Name.....

Reg. No.....

**SECOND SEMESTER (CBCSS—UG) DEGREE [SUPPLEMENTARY]
EXAMINATION, APRIL 2025**

B.B.A.

BBA 2B 03—MARKETING MANAGEMENT

(2019 Syllabus)

Time : Two Hours and a Half

Maximum : 80 Marks

Part A*Answer the following questions.**Each question carries 2 marks.*

1. What is meant by sales promotion ?
2. What do you mean by E-advertising ?
3. What are consumer goods and industrial goods ?
4. What is meant by labelling ?
5. What is meant by digital marketing ?
6. What is a Marketing Information System ?
7. What do you mean by branding ?
8. How a consumer is different from a customer ?
9. What do you mean by brand equity ?
10. What do you mean by competitive advantage ?
11. What is meant by niche marketing ?
12. What is a mail-order business ?
13. What is meant by Unique Selling Proposition ?
14. What do you mean by a three-level channel ?
15. What is meant by post-purchase behaviour ?

(15 × 2 = 30, Maximum ceiling 25 Marks)

Turn over

Part B

Answer the following questions.

Each question carries 5 marks.

16. Briefly explain sales promotion tools that are aimed at consumers.
17. What are the various factors that influence the choice of distribution channel ?
18. List out the differences between advertising and publicity.
19. What do you mean by cost-based pricing policies ? List out the methods of cost-based pricing policies.
20. Explain the different elements or components of the marketing mix.
21. List out the various advantages of packaging.
22. Write a note on the importance of marketing to companies.
23. What are the characteristics or qualities of a good salesman ?

(8 × 5 = 40, Maximum ceiling 35 Marks)

Part C

*Answer any **two** questions.*

Each question carries 10 marks.

24. Define consumer behaviour. Explain the different types of buying motives.
25. What do you mean by E-marketing ? List out its advantages and limitations. Also, explain how E-marketing is different from traditional marketing.
26. Define Advertising. What are the characteristics of advertising ? Also, explain the role or importance of advertising.
27. Who is a Retailer ? List out the functions of retailers. What are the different services rendered by retailers ?

(2 × 10 = 20 marks)