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BBABMC 233

**III Semester B.B.A. Degree Examination, April 2021
(2020-2021 Batch Onwards) (Choice Based Credit System)
MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 80

- Instructions :** 1) Section – **A** : Answer in **not more than one page each.**
2) Section – **B** : Answer in **not more than two pages each.**
3) Section – **C** : Answer in **not more than six pages each.**

SECTION – A

Answer **any four** from the following : **(4×4=16)**

1. What are the objectives of advertising ?
2. Differentiate between selling concept and marketing concept.
3. Write the elements of marketing mix.
4. Which are the channels of distribution ?
5. What are the benefits of digital marketing to consumers ?
6. Write a note on sales promotion.
7. What is the importance of pricing in marketing ?

SECTION – B

Answer **any four** questions from the following :

(4×8=32)

8. What are the importance of marketing ?
9. Evaluate the various channels of digital marketing.
10. Which are the factors influencing pricing policies ?

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- 11. Explain the functions of a salesman.
- 12. What are the problems of green marketing ?
- 13. Analyse the stages in product life cycle.
- 14. What are the features of marketing management ?

SECTION – C

Answer **any two** questions from the following :

(2×16=32)

- 15. Evaluate the stages in the development of a new product.
- 16. Explain the factors determining selection of channels of distribution.
- 17. Analyse the benefits of advertising and its objections.
- 18. a) Identify the benefits of digital marketing to sellers. 8

b) Case study :

We care India Limited is concerned with production and marketing of herbal products and now it is facing a problem of designing an appropriate distribution system for its new product, herbal facewash called "Kanthi".

- i) Suggest them attractive distribution systems available.
- ii) If you are appointed as a consultant. Which one would you recommend after careful analysis of the pros and cons on economies and effectiveness of each distribution system. 8