

Reg. No.

--	--	--	--	--	--	--	--	--	--



**BBABMC 210/BBMBMC 210**

**Credit Based Third Semester B.B.A./B.B.M. Degree Examination,  
November/December 2018  
(2012 Scheme)**

**MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 120

**SECTION – A (2 marks each)**

Answer **any ten** questions :

**(2×10=20)**

1. a) What do you mean by durable goods ?
- b) What do you mean by market segmentation ?
- c) What do you mean by advertising copy ?
- d) What do you mean by industrial goods ?
- e) What is product line ?
- f) Who is a wholesaler ?
- g) What is a product ?
- h) What is grading ?
- i) What do you mean by consumer behaviour ?
- j) What is trade mark ?
- k) What do you mean by psychological pricing ?
- l) What is service marketing ?

**SECTION – B (8 marks each)**

Answer **any five** questions :

**(8×5=40)**

2. Explain the nature of marketing.
3. What are the functions of packaging ?
4. What are the objectives of sales promotion ?
5. Explain the factors influencing pricing of a product.
6. What are the merits of labelling ?
7. What are the function of branding ?
8. What are the different types of consumer services ?

P.T.O.



## SECTION – C (20 marks each)

Answer the following questions :

(20×3=60)

9. Explain the concepts of marketing.

OR

Explain the stages involved in the new product development.

10. What are the features of rural markets ? What is its significance ?

OR

Explain the importance of pricing. What are the different methods of pricing ?

11. Explain the different stages of product life cycle with suitable strategies.

OR

a) What is the importance of service marketing ?

10

b) M/s Ayur Beauty products was set up in 1999 by Mrs. Pandey and has been a medium sized business firm. Its key activities were manufacturing and selling of herbal cosmetics and perfumes. Their top selling perfume "Musk" has been a favourite among young females and it has great demand. Its new raw material is an organic extract from musk-deers in Nepal. After a recent regulation enforced in Nepal, the trapping and killing of musk-deers has been restricted. This has pushed up the raw material price by 50%. Mr. Veneet has joined as marketing manager of M/s "Ayur Beauty Products" and he seeks your advice on two grounds.

**Questions :**

i) Whether to raise the price of "Musk" perfume ? If so, how will the customers respond to it ?

ii) Whether to use synthetic (chemical) raw material ? But this could prove false the company's claim of being a "Herbal" company.

10