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**BBABMC 210/BBMBMC 210**

**III Semester B.B.A./B.B.M. Degree Examination,  
October/November 2019**

*(Credit Based Semester Scheme)*

*(2012 Scheme)*

**Marketing Management**

Time : 3 Hours]

[Max. Marks : 120

SECTION - A

1. Answer **any ten** questions. **2** marks each : **(10 × 2 = 20)**

- (a) Write the meaning of service.
- (b) What is market segmentation?
- (c) What is packaging?
- (d) What is personal selling?
- (e) Write the meaning of meta marketing.
- (f) Give the meaning of advertising copy.
- (g) What is psychological pricing?
- (h) What is brand?
- (i) What is meant by rural marketing?
- (j) What is discount stores?
- (k) State the meaning of labeling.
- (l) What is public relation?

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**SECTION - B**

Answer **any five** questions. **8** marks each :

**(5 × 8 = 40)**

2. Explain the various types of brands.
3. What are the essentials of a good advertising copy?
4. What are the reasons for failure of a new product?
5. What are the objectives of pricing?
6. What are the different tools of sales promotion?
7. What are the merits of packaging?
8. What are the characteristics of services?

**SECTION - C**

Answer **all** questions. **20** marks each :

**(3 × 20 = 60)**

9. (a) Explain the concepts of marketing.  

Or

(b) What are the factors influencing selection of a channels of distribution?
10. (a) Explain the different stages of product life cycle with suitable strategies.

Or

- (b) What are the features of rural market? Explain its significance.



11. (a) Explain the different stages of new product development.

Or

(b) (i) Explain the importance of service marketing.

(ii) Chocovit, a Malt chocolate milk drink, was manufactured by a large MNC. The product was launched in the Indian market in 2010 after a successful test market in Mumbai and Bengaluru. It was brown coloured powder packaged in 500 gms glass jars. Its refill packs were also available. Consumer acceptance of the brand was good and the sales kept on growing till 2018, reached to highest and started declining.

(1) What promotion strategy would you suggest to popularize this product?

(2) How "Chocovit" can compete with major player?