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**BBABMC 233**

**Choice Based Credit System III Semester B.B.A. Degree  
Examination, April/May 2022  
(2020 – 21 Batch Onwards)  
MARKETING MANAGEMENT (Group – I)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

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

**(4×4=16)**

1. Give the differences between marketing and selling.
2. What are the limitations of product mix ?
3. What are the essentials of Advertising Copy ?
4. What are the objectives of sales promotion ?
5. What is promotion mix ? What are its components ?
6. What are the limitations of Digital Marketing ?
7. What are the importance of Green Marketing ?

**SECTION – B**

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

**(4×8=32)**

8. Explain the stages of new product development.
9. Explain the factors influencing selection of channels of distribution.
10. Explain the role of Digital Marketing in Indian Scenario.
11. Explain the advantages of advertisement.
12. Explain the problems of Green Marketing.
13. What is Marketing Mix ? Explain its components.
14. Explain the functions of salesman.

P.T.O.



## SECTION – C

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

(2×16=32)

15. Explain the different concepts of marketing.
16. Explain the different stages of product life cycle with suitable strategies.
17. Explain the different methods of pricing.
18. a) Write a note on publicity as a tool of promotion. 8  
b) Surface clean Ltd. has used the concept of personal selling and mere recently the use of "Indoor clean" by home maids in their advertising campaigns.  
i) Identify what products require the extensive use of personal selling techniques rather than advertising.  
ii) Suggest the product that require the extensive use of sales promotion in their promotional campaigns. 8