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BBABMCS 103

**I Semester B.B.A. Degree Examination, December 2024/January 2025
(SEP) (2024-2025 Batch Onwards)**

CONTEMPORARY MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 80

SECTION – A



Answer **any four** out of six questions. (5 Marks Each)

(4×5=20)

1. What is marketing mix ? Briefly describe the 4 Ps.
2. What are consumer goods ? Explain the different types of consumer goods.
3. What is the importance of pricing in marketing ?
4. What is personal selling ? Discuss its importance in the context of marketing.
5. Explain the concept of green marketing. What are its fundamental requirements ?
6. Differentiate between rural and urban marketing.

SECTION – B

Answer **any three** out of five questions. (10 Marks Each)

(3×10=30)

7. Explain the criteria for selecting channels of distribution.
8. Explain the common reasons for the failure of new products.
9. What is advertising ? Explain the objectives of advertising.
10. Explain the significance of rural marketing.
11. Explain types of service marketing.

P.T.O.



SECTION – C

Answer **any two** out of four questions. (15 Marks Each) (2×15=30)

- 12. What is Product Life Cycle (PLC) ? Explain the stages and strategies associated with each stage.
- 13. What is distribution ? Explain the different channels of distribution.
- 14. What is digital marketing ? Explain the benefits it offers to sellers.
- 15. What are the challenges and problems of rural markets ?

