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BBMBMC 210

Credit Based III Semester B.B.M. Degree Examination, Oct./Nov. 2013

(2012-13 Batch Onwards)

(New Syllabus)

MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 120

Instructions : Section – A : Answer in **one** or **two** sentences **each**.

Section – B : Answer in **not more than 2** pages **each**.

Section – C : Answer in **not more than 6** pages **each**.

SECTION – A (2 marks each)

Answer **any ten** questions :

(2×10=20)

1. a) Who has proposed the term “Marketing mix” ?
- b) What is meta marketing ?
- c) State any two differences between selling and marketing.
- d) What do you mean by Trading Down ?
- e) What are the desirable products ?
- f) What is One Price policy ?
- g) What are integrated channels ?
- h) Give the meaning of public relations.
- i) What are professional services ?
- j) Mention the components of promotion mix.
- k) What are self services ?
- l) What is a ‘Trade Mark’ ?

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SECTION – B (8 marks each)

Answer **any five** questions :

(8×5=40)

2. Write the differences between selling and marketing concepts.
3. What do you mean by product mix ? What are the dimensions of product mix ?

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4. Define brand. Classify the brands.
5. What is labelling ? State the advantages of labelling.
6. What do you mean by retail management ? What are its different formats ?
7. Write the difference between rural and urban markets.
8. What are the consumer services ? What are different types of consumer services ?

SECTION – C (20 marks each)

9. Define marketing. What are the features of modern marketing ? Write the differences between traditional and modern marketing. (20×3=60)

OR

What do you mean by product life cycle ? What are strategies to be adopted by marketer under each stage ? Explain.

10. What do you mean by channel of distribution ? Explain the different channels available for consumer goods distribution.

OR

What is rural marketing ? What are the characteristics of Indian rural market ? What is its significance ?

11. a) Explain the salient features and significance of service marketing. 10
- b) Chocovit, a malt chocolate milk drink, was manufactured by a large MNC. The product was launched in the Indian market in 2000 after a successful test market in Mumbai and Bangalore. It was a brown coloured powder packaged in 500 gm glass jars. Its refill packs were also available. Consumer acceptance of the Brand was good and the sales kept on growing till 2010, reached to highest and started declining. 10
 - i) What promotion strategy would you suggest to popularise this product ?
 - ii) How 'Chocovit' can compete with major players ?