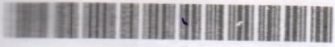


Reg. No.

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



BBMBMC 210

**Credit Based III Semester B.B.M. Examination, Oct./Nov. 2014
(2012 Scheme)**

MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 120

- Instructions :**
- 1) Section – A : Answer in **one or two sentences each**.
 - 2) Section – B : Answer in **not more than 2 pages each**.
 - 3) Section – C : Answer in **not more than 6 pages each**.

SECTION – A (2 marks each)

1. Answer **any ten** questions :

(2×10=20)

- a) What is viral marketing ?
- b) State any two differences between selling and marketing.
- c) What do you mean by umbrella brand ?
- d) What are discount stores ?
- e) What are speciality goods ?
- f) What do you mean by trading down ?
- g) What is psychological pricing ?
- h) What is labelling ?
- i) Mention the components of promotion mix.
- j) Mention any two differences between service and physical goods.
- k) What do you mean by zero level channel ?
- l) What are self services ?

SECTION – B (8 marks each)

Answer **any five** questions :

(8×5=40)

2. What is packaging ? What are its functions ?
3. What do you mean by retail management ? What are its different formats ?

P.T.O.



4. What are the characteristics of services ?
5. State the reasons for failure of new products.
6. Explain the different tools of sales promotion.
7. What are the objectives of pricing ?
8. What are the criteria for selecting channel of distribution ?

SECTION – C (20 marks each)

(20×3=60)

9. Define marketing. Explain various concepts of marketing.

OR

Explain the different stages of product life cycle and suggest the suitable strategies to be adopted during each stage of product life cycle.

10. What is service marketing ? Explain the elements of marketing mix in service marketing.

OR

What is rural marketing ? What are the problems and prospects of Indian rural markets ?

11. a) What is product mix ? Explain the different product mix strategies. 10
- b) WeCare India Ltd., is concerned with production and marketing of herbal products and now its is facing a problem of designing an appropriate distribution system for its new product, herbal face wash, called "Kanthi". 10
- i) Suggest them attractive distribution systems available.
 - ii) If you are appointed as a consultant, which one would you recommend after careful analysis of the pros and cons on economies and effectiveness of each.