

Reg. No.

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



BBMBMC 210

**Credit Based Third Semester B.B.M. Degree Examination,
Nov./Dec. 2015
(2012 Scheme)
MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 120

Instructions : A single booklet containing of **40** pages will be issued.
No additional sheets will be issued.

SECTION – A (2 marks each)

(2×10=20)

Answer any ten questions :

1. a) What is packaging ?
- b) What is personal selling ?
- c) What is test marketing ?
- d) Write the meaning of marketing philosophy.
- e) What is product life cycle ?
- f) What is promotion mix ?
- g) What is an advertisement copy ?
- h) What is convenience goods ?
- i) What is meant by industrial goods ?
- j) What is customary pricing ?
- k) Define service.
- l) What is rural marketing ?

SECTION – B (8 marks each)

(8×5=40)

Answer any five questions :

2. Explain the characteristics of services.
3. Differentiate between selling and marketing.

P.T.O.



4. Explain the evolution and development of marketing in India.
5. Explain the functions of branding.
6. Explain the benefits of marketing.
7. Explain the stages of product life cycle.
8. Explain the elements of marketing mix.

SECTION – C (20 marks each)

(20×3=60)

Answer the following :

9. What are the objectives of channels of distribution ? Explain the criteria for selecting the channel.

OR

Differentiate between rural and urban marketing.

10. Explain the importance of pricing. What are the various methods of pricing ?

OR

Explain the stages involved in development of new product.

11. a) Explain the importance of rural marketing. 10
- b) Chocovit, a malt chocolate milk drink, was manufactured by a large MNC. The product was launched in the Indian market in 2001 after a successful test market in Mumbai and Bengaluru. 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.
- i) What promotion strategy would you suggest to popularise this product ? 5
- ii) How "Chocovit" can compete with major players ? 5
-