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BBMBMC 210

**Credit Based III Semester B.B.M. Degree Examination, Oct./Nov. 2016
(2012 Scheme)
MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 120

SECTION – A

(2 marks each)

1. Answer **any ten** questions.

(2×10=20)

- a) What is rural marketing ?
- b) What is promotion mix ?
- c) Define service.
- d) What is discount stores ?
- e) What are speciality goods ?
- f) What is labelling ?
- g) State any two differences between selling and marketing.
- h) What is trade mark ?
- i) What is personal selling ?
- j) What are convenience goods ?
- k) What is product line ?
- l) What do you mean by Ad copy ?

SECTION – B

(8 marks each)

Answer **any five** questions. Answer in **not more than 2** pages each.

(8×5=40)

2. Explain the functions of salesmanship.
3. Explain the reasons for the failure of a new product.
4. Explain the merits of packaging.

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5. Write the differences between rural marketing and urban marketing.
6. Explain the different tools of sales promotion.
7. What are the criteria for selecting channel of distribution ?
8. Explain the benefits of marketing.

SECTION – C
(20 marks each)

Answer the following :

(20×3=60)

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

OR

Explain the stages involved in new product development.

10. Define marketing. Explain the various concepts of marketing.

OR

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

11. a) Explain the salient features and significance of service marketing. 10
- b) Clean and Green India Ltd. is concerned with production and marketing of herbal products and now it is facing a problem of designing an appropriate distribution system for its new product, herbal soap called "Body care".
- i) Suggest attractive distribution system available.
 - ii) If you are appointed as a consultant, which one would you recommend after careful analysis of the pros and cons of economics and effectiveness. 10