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**BBABMC 210/BBMBMC 210**

**Credit Based Third Semester B.B.A./B.B.M. Degree  
Examination, Oct./Nov. 2017  
(2012 Scheme)  
MARKETING MANAGEMENT**

Time : 3 Hours

Max. Marks : 120

**SECTION – A  
(2 marks each)**

**(2×10=20)**

1. Answer **any ten** questions from the following :

- What is Promotion Mix ?
- What is Labelling ?
- State any two differences between selling and marketing.
- Define Service.
- What is Rural Marketing ?
- What do you mean by umbrella Brand ?
- What is trading down ?
- What is Meta Marketing ?
- Define personal selling.
- What is meant by psychological pricing ?
- What are convenience goods ?
- What do you mean by marketing mix ?

**SECTION – B  
(8 marks each)**

**(8×5=40)**

Answer **any five** question in **not more than two** pages **each** :

- Explain the merits of packaging.
- Explain the difference between urban marketing and rural marketing.
- Explain the different tools of sales promotion.

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5. Explain the benefits of branding.
6. Explain the nature of marketing.
7. Explain the objectives of sales promotion.
8. Explain the factors influencing pricing of a product.

SECTION – C  
(20 marks each)

(20×3=60)

Answer the following :

9. What do you mean by Service Marketing ? Explain the various types of services.

OR

Explain the concepts of Marketing.

10. Explain the different stages of product life cycle with suitable strategies.

OR

What are the characteristics of Indian Rural Market ? What are its significance ?

11. a) Explain the different types of pricing.

OR

- b) Excel Power Ltd. is concerned with production and marketing of batteries of vehicles and now facing a problem of designing an appropriate distribution system for its new product "Turbo Power".

i) Suggest a attractive distribution system available.

10

ii) If you are appointed as a consultant which one would you recommend after careful study of pros and cons on economics and effectiveness of each.

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