

NOVEMBER 2019

72209/MAM3J

Time : Three Hours

Maximum :75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define Marketing Environment.
2. What is Stimulation Marketing?
3. What is the object of Market Segmentation?
4. State different types of Buying Motives.
5. What do you mean by Industrial buyer?
6. Define product planning.
7. What is Labelling?
8. What is Exclusive Distribution?
9. What is Motivation?
10. Define Personal Selling.
11. What is Sales promotion?
12. What are the objectives of Advertising?

II BBA - Marketing Management

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Discuss the Role of Marketing in today's world.
14. Discuss different types of Buying behaviour.
15. Describe how various Service elements can be used for positioning strategies.
16. "The elements of product policy are difficult to determine". — comment.
17. What are the functions of packaging of products?
18. Discuss different types of Distribution Problems.
19. Identify some commonly used PR methods by Indian companies.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Why is marketing mix an important determinant of a firm's success? Explain.
21. "Successful segmentation is a pre-requisite to profitability". — Discuss.
22. Discuss the different brand strategy options available to Marketers.

23. Discuss various methods of control of salesmen.

24. Explain the steps in personal selling.