

NOVEMBER 2018

72209/MAM3J

SECTION B — (5 × 5 = 25 marks)

Time : Three hours

Maximum : 75 marks

Answer any FIVE questions.

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define 'Marketing'.
2. State the meaning of Marketing concept.
3. What is Subculture?
4. Write a note on life style.
5. What are Consumer goods?
6. What do you mean by product length?
7. Brief out idea generation.
8. What is packaging?
9. What is meant by direct channel?
10. Who is Wholesaler?
11. Give an account of advertising copy.
12. What are free trials?

13. Briefly explain the role of marketing.
14. Explain marketing mix.
15. What do you understand from buyer behavior? Explain.
16. What are buying motives?
17. What are the characteristics of a product?
18. State the importance of physical distribution.
19. Bring out the significance of direct selling.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Describe the environmental factors affecting the functions of marketing.
21. Discuss the basis of market segmentation.
22. Enumerate and explain the steps involved in new product development.
23. Explain the methods of motivating the salesmen.
24. Elucidate the various methods of sales promotion.

II BBA → Marketing Management

