

NOVEMBER 2022

72240/BB23D

Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

1. Define marketing management.
2. What is price?
3. What do you understand by industrial goods?
4. Define target marketing.
5. What is zero level channel?
6. What do you mean by market positioning?
7. What is control of salesmen?
8. Who is a retailer?
9. Define Publicity.
10. What do you mean by personal selling?
11. What is advertising agency?
12. What is sales promotion?

II BBA → Marketing Management

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Explain the role of Marketing.
14. Describe the importance of buyer behaviour in marketing.
15. What are the factors to be considered while introducing new product?
16. How are the salesmen normally compensated for their services?
17. Explain the different methods of out door advertising.
18. Define packaging. Explain its role in marketing.
19. Explain the importance of branding.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Discuss the relationship of marketing with other functional areas in an organization.
21. Give a detailed account on the various leases for market segmentation.

22. Discuss the different channels of distribution of consumer Products.
23. Discuss the different stages of product life cycle with an example.
24. State the need for controlling salesmen. What are the various methods of controlling them?