

NOVEMBER 2023

72240/BB23D

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Time : Three hours

Maximum : 75 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions.

Write short notes on the following.

1. Consumer markets
2. Local market
3. Consumers
4. Buying motives
5. Market segmentation
6. Positioning
7. Branding
8. Industrial goods
9. Marketing channels

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10. Sales motivation
11. Advertising
12. Public relation.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions.

13. Describe the relationship of marketing with other functional areas.
14. Enumerate the various elements of marketing mix.
15. Explain the various stages in the buying decision process.
16. State the functions of Targeting.
17. Explain the basic classification of the product.
18. Enumerate the various aspects of control of salesmen.
19. Examine the factors that are to be considered in the selection of media for advertising.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions.

20. Explain the role of marketing as an instrument of economic development in a developing country like India.
21. Discuss the different criteria for market segmentation.
22. Elucidate the various stages of a product life cycle.
23. "One of the major assets of a firm is its channel of distribution". Discuss.
24. Enumerate the causes for the increase in sales promotional activities.