



M 8510

Reg. No. :

Name :

IV Semester B.B.M. Degree (CCSS – Reg./Supple./Imp.)
Examination, May 2015
(2012 Admn. Onwards)
CORE COURSE
4B07 BBM : Marketing Management

Time: 3 Hours

Max. Weightage : 30

PART – A

This Part consists of **two** bunches of questions carrying **equal** weightage of **one**. Each bunch consists of 4 objective type questions. Answer **all**.

I. Choose the correct one :

1. In _____ marketing, measures are adopted to solve the problem of seasonal fluctuations in demand.
a) Meta b) Synchro c) Counter d) Mass
2. The process of introducing lower quality products in place of higher equality product already in the market is called _____.
a) Discount sale b) Trading down
c) Rebate sale d) None
3. _____ means the concern of a buyer towards a particular brand.
a) Brand name b) Brand mark
c) Brand loyalty d) Trade mark
4. _____ means offering extra value or benefits with the same brand cost.
a) Differential pricing b) Going rate pricing
c) Neutral price d) None

(W=1)

P.T.O.



II. Fill in the blanks :

5. When a manufacturer sells the same product at two different prices is called _____
6. When a distribution channel contains only wholesaler and retailer, it is called _____
7. The activities which increase the interest and enthusiasm of dealers are called _____ promotion.
8. An advertising programme prepared carefully and based on thorough examination of all related factors is called _____

(W=1)

PART - B

Answer **any eight** questions. **Each** question carries a weight of **one**.

9. What is competitive advertisement ?
10. Explain an advertisement budget.
11. What do you mean by an "opinion research" ?
12. What is demarketing ?
13. Explain undifferentiated marketing.
14. What is 'NICHE' marketing ?
15. Explain emotional motive.
16. What do you mean by consumer delivered value ?
17. Explain the concept "promotion" in market mix.
18. What is durable goods ?

(W=8×1=8)

PART - C

Answer **any six** questions. **Each** carries a weightage of **two**.

19. State the advantages of branding to consumers.
20. What are the limitations of life cycle model concept ?



21. What is labelling ? State various kinds of labelling.
22. State the internal factors affecting pricing.
23. Explain the factors considered in selecting a distribution channel.
24. What is direct selling ? State its merits.
25. State the tools or elements of promotion mix.
26. What is advertising ? State its functions. (W=6x2=12)

PART – D

Answer **any two** questions. **Each** question carries a weightage of **four**.

27. Define marketing. State the objectives of marketing.
28. What is consumer behaviour ? State the personal factors affecting consumer behaviour.
29. What is product mix ? Explain the factors affecting product mix. (W=2x4=8)