



K20U 0925

Reg. No. :

Name :

**IV Semester B.B.A./B.B.A.(T.T.M.)/B.B.A.(R.T.M.) Degree
(CBCSS – Reg./Sup./Imp.) Examination, April 2020
(2014 Admn. Onwards)
Core Course**

4B07BBA/BBA(TTM)/BBA(RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

Answer **all** questions. **Each** question carries $\frac{1}{2}$ mark.

1. What is market segmentation ?
2. Define push strategy.
3. What do you mean by brand loyalty ?
4. Define product.

(4 × $\frac{1}{2}$ = 2)

Answer **any four** questions. **Each** question carries **1** mark.

5. Explain PLC.
6. What do you mean by recall test ?
7. Who are closers ?
8. Expand DAGMAR.
9. What do you mean by price skimming ?
10. Define telemarketing.

(4 × 1 = 4)

Answer **any six** questions. **Each** question carries **3** marks.

11. Explain different types of advertisement media.
12. Distinguish between brand and trade mark.

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K20U 0925



13. What are the limitations of sales promotion ?
14. Explain any four retail formats.
15. What are the functions of a sales person ?
16. What do you mean by sales promotion ? Explain its functions.
17. What are the different types of pricing methods ?
18. Explain the scope of advertisement. (6×3=18)

Answer **any two** questions. **Each** question carries **8** marks.

19. Discuss various methods of measuring effectiveness of advertising.
 20. Define advertisement. Explain its merits and demerits.
 21. What do you mean by media planning ? Explain its process. (2×8=16)
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