



K21U 1925

Reg. No. : .....

Name : .....



III Semester B.B.A./B.B.A. (RTM) Degree CBCSS (OBE) Reg./Sup./Imp.

Examination, November 2021

(2019-2020 Admission)

Core Course

3B05BBA/BBA (RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark :

1. Define branding.
2. What is price discrimination ?
3. State any two tools of sales promotion.
4. What is skimming price policy ?
5. Define direct marketing.
6. What is e-CRM ?

(6×1=6)

PART– B

Answer **any 6** questions. **Each** question carries **2** marks :

7. Discuss the steps in target marketing.
8. State any four difference between selling and marketing.
9. State the objectives of pricing.
10. Define product life cycle.
11. Discuss the elements of marketing promotion mix.
12. What are the characteristics of a good salesman ?
13. State any four benefits of direct marketing
14. What are the features of CRM ?

(6×2=12)

P.T.O.



PART - C

Answer **any 4** questions. **Each** question carries **3** marks :

15. Explain micro marketing environment.
16. State the factors affecting consumer behaviour.
17. Discuss the objectives of marketing promotion.
18. Discuss the characteristics of personal selling.
19. Discuss the functions of channels of distribution.
20. State the significance of CRM.

(4×3=12)

PART - D

Answer **any 2** questions. **Each** question carries **5** marks :

21. What is marketing segmentation ? Explain its basis
22. Define product mix. Discuss its strategies
23. What is advertising media ? Explain its types
24. What is green marketing ? Explain its need and importance.

(2×5=10)