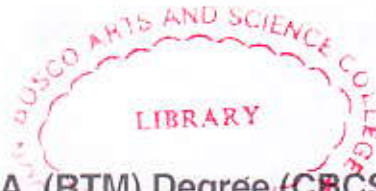




K22U 3573

Reg. No. :

Name :



Third Semester B.B.A./B.B.A. (RTM) Degree (CBCSS – OBE – Regular/
Supplementary/Improvement) Examination, November 2022
(2019 Admission Onwards)

Core Course

3B05BBA/BBA(RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A
(Very Short Answer)

Answer **all** the questions. **Each** question carries **one** mark.

1. What is Marketing ?
2. Explain your idea about Team Work.
3. Define Market segmentation.
4. What is Target marketing ?
5. Explain the term direct marketing.
6. What is an Advertisement copy ?

(6×1=6)

PART – B
(Short Answer)

Answer **any six** questions. **Each** question carries **2** marks.

7. What is e-CRM ?
8. What are the different channels of marketing ?
9. What is Marketing mix ?
10. What do you mean by Macro marketing environment ?

P.T.O.



11. Briefly narrate the concept of Online marketing.
12. What is Marketing Myopia ?
13. What is your idea about ethical aspects of advertising ?
14. Explain the term Branding. (6×2=12)

PART – C
(Essay)

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

15. What is the importance of marketing ?
16. Briefly explain the dimensions of product mix.
17. What are the drawbacks of CRM programme ?
18. Briefly explain the functions of a salesman.
19. What are the characteristics of Green marketing ?
20. Why Relationship marketing in business is important ? (4×3=12)

PART – D
(Long Essay)

Answer **any two** questions. **Each** question carries **5** marks.

21. Explain briefly the factors affecting the pricing.
 22. Briefly explain the concept of Product life cycle.
 23. Discuss briefly the importance of Social media in marketing the products.
 24. "Advertising is only evil when it advertises evil things." Based on the phrase, explain briefly the ethical aspects of advertisement in an organisation. (2×5=10)
-