

**CREDIT BASED THIRD SEMESTER B.B.M. DEGREE
EXAMINATION****OCTOBER 2012
MARKETING
MANAGEMENT****Time: 3 Hrs****Max. Marks: 120****SECTION A****Answer all the questions:****3X20=60**

1. What is meant by marketing environment? Explain the external factors that affect the marketing environment of a business.
2. What is meant by a product? Explain the various stages of Product Life Cycle.
3. Explain the relevance of pricing in the marketing strategies of an organization. Bring out the different pricing methods an organization can apply.
4. "Successful marketing requires a meaningful blend of promotion mix". Explain this statement in the light of various promotion mix strategies that an organization can adopt.

*i***SECTION B****Answer any FIVE questions (Case is compulsory)****5X10=50**

5. Compare and contrast traditional marketing with modern marketing. 6. "Rural marketing is more important today, than ever before". Explain.
7. Explain the role of branding, packaging and labelling in the marketing of a product.
8. Write a short note on the process of new product planning.
9. Write a note on Retailing and wholesaling.
10. Akash Ltd., is an established company which began its operations in 2004. They are planning to launch a new product, 'Chamkeli', a detergent powder, in the future. If you are appointed as a consultant, how will you guide them in their proposed launch?!

SECTION C

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Answer ALL the questions.**10X1 = 10**

11. a) What is meant by pricing of a product?
b) Mention any two functions of marketing.
c) What is meant by marketing mix?
d) Distinguish between 'guarantee and warranty'.
e) Give two examples of a tufractive media.
f) What do you understand by 'rural marketing'?
g) Expand 'AIDA' in terms of advertising effectiveness.
h) Give the meaning of the term 'societal concept' in marketing.
i) Chandrika is an 'ayurvedic' soap whereas, Lux is a 'beauty' soap. What does the word 'ayurvedic' and 'beauty' signify?
j) Mention any one point of difference between 'customer' and a 'consumer'.

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CREDIT BASED THIRD SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2013
BUSINESS MANAGEMENT
Marketing Management

Time: 3 Hrs

Max. Marks: 120

SECTION – A**Answer any Three questions:****20X3=60**

1. "Marketers in India are now forced to adopt 'Marketing Concept' as their guiding philosophy". Explain the statement by highlighting the importance and implications of marketing concept?
2. Explain the features of skimming price and penetration price strategies.
3. What is meant by marketing environment? Explain the external factors that affect the business.
4. What is meant by new product development? Why do new products fail?

SECTION – B**Answer any Five, case is compulsory:****5X10=50**

5. "Rural Marketing is more important today, than were before". Explain.
6. Explain the Role and Importance of distribution channels.
7. Defence packaging and explain the characteristics of a good packaging strategy.
8. What is sales promotion? What accounts for its popularity as a promotion tool?
9. Write a note on retailing and wholesaling.
10. Case Study.

A leading consumer company wishes to diversify into food products and has identified Potato, corn and cheese snack foods for the urban markets. Obviously, none of these products are new to these markets, yet the newness in the proposed products is the state of the art technology, which will ensure consistent quality of the finished product. The major competition to this firm is expected to come from unorganized small firms and major transitional giants like Pepsi Foods. Assume that you are the product manager of this firm. Evolve a Pricing strategy for a successful launch of the snack food line.

SECTION - C

11. **Answer all the questions:**

10X1=10

- a) What is personal Selling?
- b) What is meant by marketing mix?
- c) Explain the Term Branching?
- d) Expand "DAGMAR" in terms of Advertising Effectiveness.
- e) What is meant by urban marketing?
- f) What is meant by warranties?
- g) What is meant by a 'Product'?
- h) Mention Two Functions of marketing.
- i) Mention the elements of Promotion Mix.
- j) What is meant by product line?

CREDIT BASED THIRD SEMESTER B.B.M. DEGREE EXAMINATION OCTOBER 2014
BUSINESS MANAGEMENT
MARKETING MANAGEMENT

Time: 3 Hrs

Max. Marks: 1

SECTION – A**Answer any Three questions:****20X3=**

1. Explain the various external environmental forces affecting the marketing context of a business?
2. What is marketing? Explain the various concepts of marketing.
3. What is a product? Explain the stages in new product development.
4. Explain the broad categories of pricing methods of a product.

SECTION – B**Answer any Five, case is compulsory:****10X5=50**

5. What are marketing channels? What factors influence the selection of appropriate channel?
6. Why do new products fail? Suggest measures to avoid failure.
7. Define personal selling and explain the various steps involved in it.
8. What is sales promotion? What accounts for its popularity as an element of promotion mix of a company?
9. Define packaging. Explain the features of a good packaging.
10. Case Study.

A multinational company has come out with a new brand of soft drink. Market survey results showed that there was good potential for this product. The company is finalizing its promotional campaign to be launched through television and newspapers. As the existing soft drink manufacturers are using celebrities as models in their promotional campaign, this company is also planning to follow the same strategy.

Posers:

- a) Whom do you suggest as the celebrities to be used by the company?
- b) What is your opinion about the qualities to be present in a celebrity to be used as model?

SECTION - C

11. **Answer all the questions:**

10X1=

- a) Define marketing?
- b) What is meant by product mix?
- c) Define a Brand.
- d) Distinguish between a guarantee and warranty.
- e) What are the elements of marketing mix?
- f) What is meant by online marketing?
- g) What is Interactive Media?
- h) What is meant by wholesaling?
- i) What is rural marketing?
- j) What is niche marketing?

**CREDIT BASED THIRD SEMESTER B.B.M. DEGREE EXAMINATION
OCTOBER 2015
BUSINESS MANAGEMENT
Marketing Management**

Time: 3 Hrs.**Max. Marks****SECTION – A****Answer any Three questions:****3×2**

1. Give the meaning of the term marketing and explain the different concepts of marketing.
2. Explain the meaning of the term ‘Distribution Channel’. Discuss in detail the various classification of distribution channels.
3. Explain the various factors influencing pricing decisions.
4. Explain the role of advertising and sales promotion in creating marketing effectiveness.

SECTION – B**Answer any Five questions (case is compulsory): $5 \times 10 = 50$**

5. Explain the various functions of marketing.
6. What do you mean by marketing mix? How can a firm devise a marketing mix? How can a firm devise a marketing mix for rural markets?
7. Discuss the various stages of Product Life Cycle.
8. Write a note on Interactive Media.
9. Distinguish between retailing and wholesaling.
10. Case.
Pepsico India in the recent past had come out with a new product ‘chocolates’. The speciality of these chocolates was that, it required refrigeration. Within no time, this product turned out to be a big failure and the company had to reverse its decision on the production of the same.
a) What do you think is the reason for the failure of the product?
b) Imagine non are provided with an opportunity of lending the think tank, post failure, what strategies would you adopt to re-introduce chocolates?

SECTION - C**11. Answer all the questions:****10×**

- a) What is meant by consumerism?
- b) What is the meaning of the term, ‘personal selling’?
- c) Give the meaning of the term ‘price’.
- d) Mention any two advantages of packaging.
- e) What is meant by the term ‘warranty’?
- f) Define the term ‘marketing management’.
- g) Mention any two controllable factors in the marketing environment of a business.
- h) Give the meaning of the term ‘Product Line’.
- i) Mention any one point of difference between ‘customer’ and a ‘consumer’.
- j) What is rural marketing?

CREDIT BASED THIRD SEMESTER B.B.M. DEGREE EXAMINATION
OCTOBER 2015
BUSINESS MANAGEMENT
Marketing Management

Time: 3 Hrs.

Max. Marks

SECTION – A**Answer any Three questions:****3×2**

1. Define Marketing. Explain the various concepts of Marketing.
2. What is a new product? What are the various steps involved in developing a new product?
3. What are the different methods of pricing a product?
4. Define promotion mix? Explain the various components of production mix.

SECTION – B**Answer any Five questions (case is compulsory): $5 \times 10 = 50$**

5. Describe briefly the factors that need to be considered while designing a track channel.
6. Define advertising. Discuss the crucial role played by advertising in a competitive environment.
7. Why do new product fail? Suggest measures to avoid failure.
8. Analyse the recent trends in India Marketing Environment.
9. Define packaging and explain the characteristics of a good packaging strategy.
10. Case study.

A health drink called Malt-K was manufactured by a company based in Mumbai. This beverage was consumed by children during lunch hour at school. It also manufactured several beverages of which Malt-K had most market share. The taste was liked by children and most parents bought it. It was reasonably priced and was available in packets and jars. After successfully selling this product for 10 years like any other product, this product too showed signs of decline. In the light of the declining trend, the company wanted to give new lease of life to the product.

Posers

- a) Describe the Advertisement campaign that you would undertake to extend the life of the product.

SECTION - C**11. Answer all the questions:****10×**

- a) Define a Brand.
- b) What is Swot Analysis?
- c) What is Nicke Marketing?
- d) Distinguish between a guarantee and warranty.
- e) What is labeling?
- f) What is meant by zero-level channel?
- g) What is meant by retailing?
- h) State the elements of marketing mix.
- i) What is point of purchase advertisement?
- j) What is meant by wholesaling?

BBM 305.2

Reg. No.

CREDIT BASED THIRD SEMESTER B.B.M. DEGREE EXAMINATION

OCTOBER - 2016

BUSINESS MANAGEMENT
MARKETING MANAGEMENT

Time: 3 Hrs

Max. Marks: 120

SECTION – A

Answer any Three questions:

$3 \times 20 = 60$

1. Define a Product. What are steps involved in new product development?
2. What are the objectives of pricing? What are the various factors influencing pricing decisions?
3. What is meant by Marketing Environment? What are the various external environment factors affecting marketing?
4. What is meant by promotion? Explain briefly the various elements of Promotion Mix.

SECTION – B

Answer any Five, case is compulsory:

$5 \times 10 = 50$

5. What are the reasons for the New Product Failure?
6. What is meant by skewing pricing strategy and penetrating pricing strategy?
7. Compare and contrast selling concept and marketing concept.
8. Explain the role and importance of distribution channels.
9. What is packaging? Explain the characteristics of a good packaging strategy.
10. Case Study.

A multinational company has come out with a new brand of soft drink. Market survey results showed that there was good potential for this product. The company is finalizing its promotional campaign to be launched through television and newspapers. As the existing soft drink manufactures are using celebrities as models in their promotional campaign, this company is also planning to follow the same strategy.

Question:

Whom do you suggest as the celebrities to be used by the company and what are the qualities to be present in a celebrity to be used as a model.

SECTION - C

11. Answer all the questions:

$10 \times 1 = 10$

- a) What is meant by cognitive dissonance?
- b) What is Test Marketing?
- c) What is a Brand?
- d) What is meant by a product line?
- e) What is price war?
- f) What is meant by De-marketing?
- g) What is retailing?
- h) Differentiate selling and marketing.
- i) What is Interactive Media?
- j) What is Traditionally Marketing?
