

**(FOR THE CANDIDATES ADMITTED  
DURING THE ACADEMIC YEAR 2022 ONLY)**

**22UBM306**

**REG.NO.:** \_\_\_\_\_

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI**

**END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2023**

**COURSE NAME: B.B.A**

**MAXIMUM MARKS: 50**

**SEMESTER: III**

**TIME : 3 HOURS**

**PART - III**

**MARKETING MANAGEMENT**

**SECTION – A**

**(10 X 1 = 10 MARKS)**

**ANSWER THE FOLLOWING QUESTIONS.**

**(K1)**

**MULTIPLE CHOICE QUESTIONS.**

1. Marketing is a process which aims at \_\_\_\_\_.  
a) Production b) Profit-making c) The satisfaction of customer needs d) Selling products
2. Which of the following factors affect company's ability to maintain customer relationships?  
a) Marketing environment b) Marketing dashboard c) Marketing plan d) Both a and b
3. Market segmentation is required \_\_\_\_\_.  
a) for avoiding cold calls b) to increase production  
c) for territory allocation d) for focused marketing
4. Which of the following marketing channel function helps to fulfill the completed transaction?  
a) Gathering and distribution information about customers  
b) Reaching an agreement on price and other terms  
c) Communicating with prospective buyers  
d) Assuming the risks of carrying out the channel work
5. Sales forecasting involves \_\_\_\_\_.  
a) Sales Planning b) Sales pricing c) Distribution channel d) Consumer tastes

**ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.**

**(K2)**

6. State any two importance of Marketing.
7. What are the types of Marketing Environment?
8. Identify any two reasons for product failure.
9. Define "Digital Marketing".
10. What is modern trend retailing?

**SECTION – B**

**(5 X 3 = 15 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

11. a) Explain the features of Modern Marketing.

**(OR)**

- b) Assess the advantages of Marketing Research.

**(CONTD.....2)**

12 a) Describe the impact of economic factor on the marketing function.

**(OR)**

b) Examine the factors involved in buying decisions.

13.a) Explain the different stages of the Product Life Cycle.

**(OR)**

b) List the criteria for Market Segmentation.

14.a) Compare 'Skimming pricing' and 'Penetration pricing'.

**(OR)**

b) Describe the different phases of Personal Selling process.

15.a) Show how Sales Forecasting is important to marketing.

**(OR)**

b) Explain the difference between E-Marketing and Traditional Marketing.

**SECTION – C**

**(5 X 5 = 25 MARKS)**

**ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.**

**(K4 (Or) K5)**

16. a) Explain in detail the evolution of Marketing Concepts.

**(OR)**

b) Discuss the stages involved in Marketing Research Process.

17. a) Determine the external factors affecting Marketing Environment.

**(OR)**

b) Examine the factors that determine the buying behavior.

18. a) Explain the process of New Product Development.

**(OR)**

b) Describe the methods of segmenting the market with example.

19.a) Analyze the internal factors influencing pricing decisions.

**(OR)**

b) Explain the media of advertising with their merits and demerits.

20.a) Evaluate the methods of Sales Forecasting .

**(OR)**

b) Discuss the concepts of e-marketing. State the growth and need of e-marketing in the Current scenario.

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