

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2023 ONLY)**

23 UBM 306

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2024
COURSE NAME: B.B.A
SEMESTER: III
MAXIMUM MARKS: 75
TIME : 3 HOURS**

PART - III

MARKETING MANAGEMENT

SECTION – A (10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. Which of the following is the primary goal of market segmentation in marketing?
 - a) To identify and target specific customer groups with tailored marketing strategies
 - b) To increase the overall sales revenue of a company
 - c) To develop new product lines and diversify offerings
 - d) To reduce the operational costs of marketing campaigns
2. Which of the following is a key function of marketing in an organization?
 - a) Developing strategies to meet customer needs and preferences
 - b) Managing the company's financial accounts
 - c) Designing the organization's organizational structure
 - d) Conducting research for new technology development
3. Which of the following best describes the role of marketing management within an organization?
 - a) To develop and implement strategies for promoting and selling products or services
 - b) To oversee the company's financial investments and budgeting
 - c) To manage the company's human resources and employee relations
 - d) To control the production processes and manufacturing efficiency
4. Which of the following is a primary advantage of e-marketing compared to traditional marketing methods?
 - a) Ability to reach a global audience with lower costs
 - b) Increased reliance on physical storefronts for customer engagement
 - c) Reduced need for data analytics and customer insights
 - d) Limited options for customer interaction and feedback
5. Which of the following is an example of a marketing opportunity?
 - a) Identifying a new target market segment with unmet needs
 - b) Experiencing a decline in overall sales revenue
 - c) Facing increased competition from existing market players
 - d) Encountering logistical challenges in product distribution

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. Define e Marketing.

7. Differentiate between a Customer and a Consumer.

(CONTD.....2)

8. Define PLC.
9. Highlight the importance of cost and price.
10. What do you mean by online marketing and digital marketing?

SECTION – B**(5 X 5 = 25 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K3)**

- 11.(a) Explain the objectives marketing management.

OR

- (b) What are the various functions of marketing Management? Discuss.

- 12.(a) Describe the Buyer Behaviour of marketing Environment.

OR

- (b) Discuss the Buying process of Marketing Management.

- 13.(a) Discuss the New Product Development.

OR

- (b) Explain the various segmentation of Marketing strategies.

- 14.(a) Analyze the factors influencing buyer behavior and their impact on marketing strategies.

OR

- (b) Discuss the concepts of market targeting and positioning in the context of developing effective marketing strategies

15. (a) Explain the sales territory.

OR

- (b) Discuss the Online Marketing.

SECTION – C**(5 X 8 = 40 MARKS)****ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS. (K4 (Or) K5)**

- 16.(a) Discuss the role and impact of marketing in contemporary business practices.

OR

- (b) What are the differences between selling vs marketing?

- 17.(a) What is motivation? What are the various types of motivation?

OR

- (b) What are the various types of Buying process?

18. a) Explain the product life cycle stages.

OR

- b) Classify the various typical segments in detail.

19. a) Explain Marketing Channels.

OR

- b) Describe Sales promotion.

- 20.a) Examine modern trends in retailing.

OR

- b) Explain the necessity of event marketing in current era.
