

**(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.

\*\*\*\*\*