

**(FOR THE CANDIDATES ADMITTED
DURING THE ACADEMIC YEAR 2024 ONLY)**

24 UBM 306

REG.NO. :

**N.G.M.COLLEGE (AUTONOMOUS) : POLLACHI
END-OF-SEMESTER EXAMINATIONS : NOVEMBER-2025**

B.B.A

MAXIMUM MARKS: 75

SEMESTER: III

TIME : 3 HOURS

**PART - III
MARKETING MANAGEMENT
SECTION – A**

(10 X 1 = 10 MARKS)

ANSWER THE FOLLOWING QUESTIONS.

MULTIPLE CHOICE QUESTIONS.

(K1)

1. The following is not considered a primary function of marketing_____.
a) Product Planning b) Buying and Selling c) Manufacturing d) Market Research
2. The following factors is considered a psychological factor influencing buyer behaviour
a) Culture b) Social Class c) Motivation d) Reference Groups
3. A character of the Growth Stage in the Product Life Cycle is _____
a) Decline in sales and profits b) Rapid increase in sales and market acceptance
c) Heavy investment in product development with no sales d) Product becomes obsolete
4. Which of these is an example of a penetration pricing strategy?
a) Setting a high price to recover development costs
b) Setting a low price to gain market share quickly
c) Charging different prices for the same product in different markets
d) Setting the same price as competitors
5. A retailer is _____.
a) Manufacturer b) Wholesaler c) Final seller to consumers d) Transporter

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.

(K2)

6. What are the primary objectives of marketing management?
7. What is meant by marketing environment?
8. Explain market segmentation.
9. Define the main purpose of product promotion.
10. Explain E-market.

SECTION – B

(5 X 5 = 25 MARKS)

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

11.(a) Discuss the major components of marketing management.

OR

(b) List out the key challenges involved in rural marketing. **(CONTD.....2)**

12. (a) Analyze the process of identifying marketing opportunities.
OR
(b) Describe the role of marketing tactics and marketing strategies.
13. (a) Discuss the concept of Product Life Cycle (PLC).
OR
(b) Write short notes about the importance of segmentation.
14. (a) Analyze the factors influencing pricing.
OR
(b) Discuss the concepts of personal selling.
15. (a) Discuss the significance of packaging and labeling.
OR
(b) Evaluate the role of publicity in e marketing.

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

16. a) Explain the functions of marketing.
OR
b) Discuss MIS in detail.
17. a) Explain the factors affecting buyer behavior.
OR
b) Discuss buying motives in detail.
18. a) Explain the Marketing strategies in detail.
OR
b) Classify various segmentations in detail.
19. a) Explain Marketing Channels.
OR
b) Describe Sales promotion.
20. a) Examine sales forecasting.
OR
b) Explain the concept of Tele marketing.
