(FOR THE CANDIDATES ADMITTED

 DURING THE ACADEMIC YEAR 2021 ONLY)

21UBM307

REG.NO. :

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

END-OF-SEMESTER EXAMINATIONS : DECEMBER-2022

COURSE NAME: B.B.A   **MAXIMUM MARKS: 70**

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 word _____ is derived from the Latin word 'Marcatus'.

       a. Marketing   b. Market   c. Merchandise   d. Machine

2.   _____ represents marketing concept in action.

      a. Marketing management   b. Distribution management

      c. Advertising management   d. Product management

3.   _____ is a bundle of utilities consisting of various product features and accompanying services.

      a. A Service   b. A Product   c. A Market   d. A Consumer

4.   _____ is defined as the exchange of goods or services in terms of money.

      a. Product   b. Service   c. Price   d. Offer

5.   _____ is a particular grouping of customers and prospects assigned to a salesman

      a. Sales management   b. Sales territory

      c. Sales quotas   d. Sales promotion

ANSWER THE FOLLOWING IN ONE (OR) TWO SENTENCES.   (K2)

6. Define Marketing.

7. Explain buying behavior.

8. Define Market segmentation.

9. Define Price.

10. Infer Sales administration.

SECTION – B **(5 X 4 = 20 MARKS)**
ANSWER EITHER (a) OR (b) IN EACH OF THE FOLLOWING QUESTIONS.
(Qn. No. 11 to 15)10 questions (a & b) – 2 questions from each unit. **(K3)**

11. a) Compare between selling and marketing.
    (OR)
    b) List out the types of marketing research.

12. a) Find the controllable and uncontrollable elements of marketing environment .
    (OR)
    b) Interpret major factors influencing buying behavior.

13. a) Show the important features of a product.
    (OR)
    b) Examine the benefits of market segmentation.

14. a) List out various pricing objectives.
    (OR)
    b) Sketch various promotion tools.

15. a) Assess factors to consider in sales territory.
    (OR)
    b) Describe types of sales forecasting.

SECTION - C **(4 X 10 = 40 MARKS)**
ANSWER ANY FOUR OUT OF SIX QUESTIONS
(16th QUESTION IS COMPULSORY AND ANSWER ANY THREE QUESTIONS
(FROM Qn. No: 17 to 21) **(K4 (Or) K5)**

16. Outline the marketing research process?

17. Summarise the basis for consumer market segmentation.

18. What are the various stages in buying process? Discuss

19. Explain the PLC with different stages.

20. Opinion on various factors affecting pricing decisions.

21. Justify the methods of sales forecasting.

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ETHICAL PAPER