



QP CODE: 25003224



25003224

Reg No : .....

Name : .....

**BBM DEGREE (CBCS) SPECIAL REAPPEARANCE EXAMINATIONS, FEBRUARY 2025**

**Fifth Semester**

BACHELOR OF BUSINESS MANAGEMENT

**CORE COURSE - BM5CRT22 - MARKETING MANAGEMENT**

2022 Admission Only

2FA69364

Time: 3 Hours

Max. Marks : 80

**Part A**

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. What is essence of modern marketing?
2. What do you mean by social Media Marketing?
3. What is consumer behavior?
4. What is reference group?
5. What do you mean by generic product?
6. What do you mean by consumer product?
7. What do you mean by product contraction of product mix?
8. What do you mean by barcode label?
9. What do you mean by variable price policy?
10. What do you mean by skimming price policy?
11. What do you mean by unit stores?
12. What do you mean by direct marketing?

(10×2=20)

**Part B**

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Distinguish between marketing and selling.
14. Explain factors affecting marketing.
15. State the difference between market segmentation and product differentiation.





16. What are the steps involved in product positioning?
17. Distinguish between durable goods and non-durable goods.
18. What are the characteristics of a good brand?
19. Distinguish between skimming price policy and penetration price policy.
20. Explain following; (a) Variable price policy. (b) Non- variable price policy (c) Single price policy.
21. What are the factors govern selection of a channel of members?

(6×5=30)

**Part C**

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the functions involved in marketing.
23. Explain the various stages in a PLC.
24. What are different methods of pricing policy?
25. Explain classification of channel systems.

(2×15=30)

