

QP CODE: 26019591



Reg No :

Name :

MA DEGREE (CSS) EXAMINATION, MARCH 2026

Fourth Semester

MA Business Economics

ELECTIVE - BE810401 - MARKETING MANAGEMENT

2019 Admission Onwards

BC39050F

Time: 3 Hours

Weightage: 30

Part A (Short Answer Questions)

*Answer any **eight** questions.*

Weight 1 each.

1. Describe promotion.
2. Explain service marketing triangle.
3. Age group as a basis of market segmentation.
4. Briefly explain the major types of new product strategies.
5. Convenience goods.
6. Differentiate between family branding and corporate branding.
7. What is meant by competition related objectives?
8. Distinguish between customary pricing and perceived value pricing.
9. What are the benefits of relationship marketing?
10. Define collaborative CRM.

(8×1=8 weightage)

Part B (Short Essay/Problems)

*Answer any **six** questions.*

Weight 2 each.

11. Compare and contrast between relationship marketing and undercover marketing.
12. Give an overview about the marketing strategies adopted by a market challenger.
13. Compare and contrast between consumer buying behaviour and industrial buying behaviour.
14. Distinguish between product line strategy and product differentiation.





15. Describe types of pricing methods.
16. Discuss advantages and disadvantages of peakload pricing.
17. What are the limitations of personal selling?
18. Elaborate advantages of marketing research.

(6×2=12 weightage)

Part C (Essay Type Questions)

*Answer any **two** questions.*

Weight 5 each.

19. Examine the nature and scope of marketing with suitable examples.
20. Write a note on industrial buying behaviour.
21. Discuss important product decisions.
22. What do you mean by distribution channel? Discuss different types of distribution channel with suitable examples.

(2×5=10 weightage)

