



K24U 3525

Reg. No. : .....

Name : .....

III Semester B.B.A./B.B.A. (RTM)/B.B.A.-HA Degree (C.B.C.S.S. – O.B.E. –  
Regular/Supplementary/Improvement) Examination, November 2024  
(2019 to 2023 Admissions)

Core Course

3B05BBA/BBA (RTM) : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer all questions. Each question carries 1 mark :

1. What do you mean by Macro environment ?
2. What is marketing mix ?
3. What is Target Market ?
4. What is product ?
5. Define advertising.
6. What is Green Marketing ?

(6×1=6)

PART – B

Answer any six questions. Each question carries 2 marks :

7. What is marketing concept ?
8. What do you mean by market positioning ?
9. What is Price Skimming ?

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10. Write two functions of packaging.
11. Differentiate consumer goods and durable goods.
12. What is competitive advantage ?
13. What do you mean by Point-of purchase promotion ?
14. Who are market intermediaries ?

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks :

15. Explain the evolution of marketing.
16. Explain in detail the branding strategies.
17. Elaborate the different Product Mix Dimensions.
18. Discuss the importance of price in marketing.
19. What are the objectives of market promotion ?
20. What are the functions of advertising ?

(4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks :

21. Explain the bases for Market Segmentation.
22. Discuss the different types of advertising media and its merits and demerits.
23. Elaborate the importance of CRM in marketing.
24. Explain the New Product Concept and reasons of the failure of the new product.

(2×5=10)

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