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FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(CUFYUGP)

BBA1CJ102/BBA1MN101 MARKETING MANAGEMENT

2024 Admission onwards

Maximum Time: 2 Hours

Maximum Marks: 70

Section A

All Questions can be answered. Each Question carries 3 marks (Ceiling: 24 Marks)

1	What do you mean by marketing environment?
2	What is meant by a target market?
3	What is meant by the 'Product concept' of marketing?
4	What is meant by Integrated Marketing Communication?
5	What do you mean by PLC?
6	What is meant by skimming and penetration pricing strategy?
7	Define Marketing.
8	What is meant by product positioning?
9	What do you mean by green marketing?
10	List out any three differences between advertising and public relations.

Section B

All Questions can be answered. Each Question carries 6 marks (Ceiling: 36 Marks)

11	Write a note on the BCG matrix.
12	Differentiate between the selling concept and the marketing concept.
13	Explain the various levels of distribution.
14	What is meant by product differentiation? Explain its importance.
15	List out the differences between traditional marketing and digital marketing.
16	Explain briefly the various elements of the marketing mix.
17	Write notes on Sustainable marketing and Affiliate marketing.
18	Define Advertisement. What are the advantages and disadvantages of advertising?

Section C

Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)

19	How does a service differ from a product? Explain the 7 Ps of Service Marketing
20	What do you mean by market segmentation? Explain in detail the various bases for market segmentation.