

D 113031

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Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION
NOVEMBER 2024**

Management Studies

BBA 1MN 101—MARKETING MANAGEMENT

(2024 Admission onwards)

Time : Two Hours

Maximum : 70 Marks

Section A*Answer all questions.**Each question carries 3 marks.**Ceiling 24 marks.*

1. What do you mean by product positioning ?
2. What is meant by sustainable marketing ?
3. Define Marketing.
4. List out any *three* differences between a product and a service.
5. What is meant by the 'Product concept' of marketing ?
6. What is an advertisement ?
7. Define Consumer Behaviour.
8. What is meant by AI marketing ?
9. What do you mean by skimming and penetration pricing strategy ?
10. What is meant by telemarketing and online marketing ?

Section B*Answer all questions.**Each question carries 6 marks.**Ceiling 36 marks.*

11. What are the various stages of the Product Life Cycle ?
12. What is meant by product mix ? What are the components of the product mix ?

Turn over

13. Briefly explain the various product positioning strategies.
14. What are the benefits or importance of marketing to consumers and companies ?
15. What is a Service ? List out its features or characteristics.
16. What are the determinants or the factors influencing pricing decisions ?
17. Briefly explain the stages or steps involved in the consumer buying process.
18. List out the advantages and limitations of advertisement.

Section C

*Answer any **one** question.*

The question carries 10 marks.

19. What do you mean by market segmentation ? Explain in detail the various bases for market segmentation.
20. What is meant by marketing environment ? Discuss the components of the marketing environment.

(1 × 10 = 10 marks)