

S.NO: 22N1-UBBAB

Course Code: AUB

A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM

(AUTONOMOUS)

(BBA) Degree Examination

I Semester – November – 2022

CCII – MARKETING MANAGEMENT

Time: 3 hours

Maximum Marks: 75

Section –A

10X2=20

Answer **ALL** the Questions

1. Define Marketing.
2. State the meaning of Assembling.
3. What is Market Segmentation?
4. Differentiate a buyer and a consumer.
5. How do you classify goods in Marketing?
6. What is meant by Penetrating price?
7. Who are middle men?
8. Define Personal Selling.
9. What is advertising?
10. What is Virtual Marketing?

Section –B

5X5=25

Answer **ALL** the Questions

11. a) Differentiate Marketing and Selling.

(or)

b) Classify Markets.

12. a) Examine the various bases for segmentation.

(or)

b) Explain the steps in buying process.

13. a) Explain the components of Marketing Mix.

(or)

b) Explain the stages of Product Life Cycle.

14. a) Explain the nature of channel of distribution.

(or)

b) Outline the objectives of Sales Promotion.

15. a) Do you think that advertisement is an investment? Discuss

(or)

b) Explain the scope of online marketing in India.

Section -C

3 X 10 = 30

Answer any **THREE** Questions

16. Explain the functions of Marketing.
17. Analyze the various determinants of consumer behavior.
18. Explain the various stages involved in the new product development process.
19. Explain the kinds of channel of distribution.
20. Explain the major role of Telemarketing in a Business.
