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**Second Semester B.B.A. Degree Examination, July 2017**  
**Career Related First Degree Programme under CBCSS**  
**Group 2(b)**  
**Core Course**  
**BM 1241 : MARKETING MANAGEMENT**  
**(2014 Admission Onwards)**

Time : 3 Hours

Max. Marks : 80

**SECTION – A**

I. Answer all questions in **one** or **two** sentences. Each question carries **1** mark.

- 1) Define marketing.
- 2) What is brand equity ?
- 3) What is sales forecasting ?
- 4) What is product bundle pricing ?
- 5) What is brand rejuvenation ?
- 6) Define positioning.
- 7) What is product line ?
- 8) What is relationship marketing ?
- 9) What is demarketing ?
- 10) What is a reference group ?

**(1×10=10 Marks)**

**SECTION – B**

II. Answer any **8** questions. Each question carries **2** marks.

- 11) What are the roles of distribution channels ?
- 12) Discuss the main objectives of sales promotion.
- 13) What is USP ?
- 14) Explain the features of departmental stores.
- 15) What are the essentials of a good brand ?
- 16) What is media planning ?

# Marketing Management N5 2013 Question Papers

**I. Adeleye, K. Ibeh, A. Kinoti, L. White**

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*Strategic marketing management, examination paper*, 1999

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*Marketing Management* Betty Pritchett, 2003  
Marketing, London School of Accountancy, 1984\*

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**Exam Prep for a Preface to Marketing Management by Peter,**

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you're excited about their presence

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web may 3 2023 introduce yourself describe your role within the company and explain how they might interact with you once they start provide contact information either in this paragraph or with your signature at the end of the letter so that the new employee can follow up with questions if needed 5 provide need to know information

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recipient address of the recipient contact information of the recipient sub letter to welcome new manager dear name of the recipient we are very satisfied and happy to welcome you to our team as one of our

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web you re going to be an amazing addition to this team set expectations for the work environment and describe the team culture by saying we believe you ll fit right in with our values of hard work and innovative thinking i m glad to have another member joining our creative team

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