



(Pages : 2)

**C – 4358**

Reg. No. : .....

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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 2012 June Question Papers

**VM Jensen**



**Marketing Management N5 2012 June Question Papers:**

## Enjoying the Tune of Phrase: An Mental Symphony within **Marketing Management N5 2012 June Question Papers**

In a global used by monitors and the ceaseless chatter of instant conversation, the melodic splendor and emotional symphony produced by the published term often diminish in to the back ground, eclipsed by the persistent sound and interruptions that permeate our lives. Nevertheless, nestled within the pages of **Marketing Management N5 2012 June Question Papers** a wonderful literary value overflowing with fresh thoughts, lies an immersive symphony waiting to be embraced. Crafted by an outstanding musician of language, this interesting masterpiece conducts visitors on a mental journey, well unraveling the concealed melodies and profound influence resonating within each cautiously constructed phrase. Within the depths with this poignant assessment, we will discover the book is central harmonies, analyze its enthralling writing type, and surrender ourselves to the profound resonance that echoes in the depths of readers souls.

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