



(Pages : 2)

C – 4358

Reg. No. :

Name :

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 Question Paper For Final Exam

M Woodhall



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pricing initiating price increases markup price price change promotional pricing setting price target return pricing value pricing auction type pricing determinants of demand differential pricing discounts and allowances and estimating costs The Identifying Market Segments and Targets Quiz Questions PDF e Book Chapter 12 interview questions and answers on Consumer market segmentation consumer segmentation customer segmentation bases for segmenting consumer markets market targeting marketing strategy segmentation marketing and targeted marketing The Integrated Marketing Channels Quiz Questions PDF e Book Chapter 13 interview questions and answers on Marketing channels and value networks marketing channels role multi channel marketing channel design decision channel levels channel members terms and responsibility channels importance major channel alternatives SCM value networks terms and responsibilities of channel members and types of conflicts The Product Strategy Setting Quiz Questions PDF e Book Chapter 14 interview questions and answers on Product characteristics and classifications product hierarchy product line length product mix pricing co branding and ingredient branding consumer goods classification customer value hierarchy industrial goods classification packaging and labeling product and services differentiation product systems and mixes and services differentiation Marketing Management MCQ (Multiple Choice Questions) Arshad Iqbal,2019-05-17 The Marketing Management Multiple Choice Questions MCQ Quiz with Answers PDF Marketing Management MCQ PDF Download Quiz Questions Chapter 1 14 Practice Tests with Answer Key BBA MBA Management Questions Bank MCQs Notes includes revision guide for problem solving with hundreds of solved MCQs Marketing Management MCQ with Answers PDF book covers basic concepts analytical and practical assessment tests Marketing Management MCQ PDF book helps to practice test questions from exam prep notes The Marketing Management MCQs with Answers PDF eBook includes revision guide with verbal quantitative and analytical past papers solved MCQs Marketing Management Multiple Choice Questions and Answers MCQs Free download chapter 1 a book covers solved quiz questions and answers on chapters Analyzing business markets analyzing consumer markets collecting information and forecasting demand competitive dynamics conducting marketing research crafting brand positioning creating brand equity creating long term loyalty relationships designing and managing services developing marketing strategies and plans developing pricing strategies identifying market segments and targets integrated marketing channels product strategy setting tests for college and university revision guide Marketing Management Quiz Questions and Answers PDF free download eBook s sample covers beginner s solved questions textbook s study notes to practice online tests The book Marketing Management MCQs Chapter 1 14 PDF includes high school question papers to review practice tests for exams Marketing Management Multiple Choice Questions MCQ with Answers PDF digital edition eBook a study guide with textbook chapters tests for GMAT PCM RMP CEM HubSpot competitive exam Marketing Management Mock Tests Chapter 1 14 eBook covers problem solving exam tests from BBA MBA textbook and practical eBook chapter wise as Chapter 1 Analyzing Business Markets MCQ Chapter 2 Analyzing Consumer Markets MCQ Chapter 3 Collecting Information and

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Table of Contents Marketing Management N5 Question Paper For Final Exam

1. Understanding the eBook Marketing Management N5 Question Paper For Final Exam
 - The Rise of Digital Reading Marketing Management N5 Question Paper For Final Exam
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Management N5 Question Paper For Final Exam
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Marketing Management N5 Question Paper For Final Exam
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Management N5 Question Paper For Final Exam
 - Personalized Recommendations
 - Marketing Management N5 Question Paper For Final Exam User Reviews and Ratings
 - Marketing Management N5 Question Paper For Final Exam and Bestseller Lists
5. Accessing Marketing Management N5 Question Paper For Final Exam Free and Paid eBooks
 - Marketing Management N5 Question Paper For Final Exam Public Domain eBooks
 - Marketing Management N5 Question Paper For Final Exam eBook Subscription Services
 - Marketing Management N5 Question Paper For Final Exam Budget-Friendly Options
6. Navigating Marketing Management N5 Question Paper For Final Exam eBook Formats

- ePub, PDF, MOBI, and More
 - Marketing Management N5 Question Paper For Final Exam Compatibility with Devices
 - Marketing Management N5 Question Paper For Final Exam Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Marketing Management N5 Question Paper For Final Exam
 - Highlighting and Note-Taking Marketing Management N5 Question Paper For Final Exam
 - Interactive Elements Marketing Management N5 Question Paper For Final Exam
 8. Staying Engaged with Marketing Management N5 Question Paper For Final Exam
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing Management N5 Question Paper For Final Exam
 9. Balancing eBooks and Physical Books Marketing Management N5 Question Paper For Final Exam
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing Management N5 Question Paper For Final Exam
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Marketing Management N5 Question Paper For Final Exam
 - Setting Reading Goals Marketing Management N5 Question Paper For Final Exam
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Marketing Management N5 Question Paper For Final Exam
 - Fact-Checking eBook Content of Marketing Management N5 Question Paper For Final Exam
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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