



(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 ?

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This book delves into Marketing Management N6 Question Papers. Marketing Management N6 Question Papers is a crucial topic that needs to be grasped by everyone, from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Marketing Management N6 Question Papers, encompassing both the fundamentals and more intricate discussions.

1. This book is structured into several chapters, namely:

- Chapter 1: Introduction to Marketing Management N6 Question Papers
- Chapter 2: Essential Elements of Marketing Management N6 Question Papers
- Chapter 3: Marketing Management N6 Question Papers in Everyday Life
- Chapter 4: Marketing Management N6 Question Papers in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, this book will provide an overview of Marketing Management N6 Question Papers. This chapter will explore what Marketing Management N6 Question Papers is, why Marketing Management N6 Question Papers is vital, and how to effectively learn about Marketing Management N6 Question Papers.

3. In chapter 2, the author will delve into the foundational concepts of Marketing Management N6 Question Papers. This chapter will elucidate the essential principles that need to be understood to grasp Marketing Management N6 Question Papers in its entirety.

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6. In chapter 5, the author will draw a conclusion about Marketing Management N6 Question Papers. This chapter will summarize the key points that have been discussed throughout the book.

This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Marketing Management N6 Question Papers.

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