



(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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Ian Pickup



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Marketing Management M. C. Cant, C. J. Jooste, J. W. Strydom, P. J. du Plessis, 2009 Focusing on the environment market research buyer behavior cyber marketing and positioning this newly revised edition based primarily on South African companies provides a comprehensive overview of marketing theory **Business Management for Entrepreneurs** Cecile Nieuwenhuizen, 2007 Business Management for Entrepreneurs introduces entrepreneurs and managers of small and medium sized businesses to all the functions needed to manage these organizations successfully This is an essential guide to the small business management competencies that are essential for the success of a smaller business **ECRM 2019 18th**

European Conference on Research Methods in Business and Management Prof. Anthony Stacey, 2019-06-20

Enterprise 200, 2003 **Cyberspace Safety and Security** Arcangelo Castiglione, Florin Pop, Massimo Ficco, Francesco Palmieri, 2018-10-24 This book constitutes the proceedings of the 10th International Symposium on Cyberspace Safety and Security CSS 2018 held in Amalfi Italy in October 2018 The 25 full papers presented in this volume were carefully reviewed and selected from 79 submissions The papers focus on cybersecurity cryptography data security and biometric techniques and social security ontologies and smart applications ECKM 2023 24th European Conference on Knowledge Management

Vol 1 Academic Conferences and Publishing Limited, 2023-09-07 **Small and Medium Enterprises: Concepts, Methodologies, Tools, and Applications** Management Association, Information Resources, 2013-04-30 This book provides a comprehensive collection of research on current technological developments and organizational perspectives on the scale of small and medium enterprises Provided by publisher *Proceedings of the International Conference on Business and Management Dynamics 2016: Sustainable economies in the information economy* Joy E. Akahome, Michael Twum-Darko, Cyril Ogbokor, Nyaniso Mfusi Zonke, T. Sethibe, R. Steyn, Esme Mohammed, Renier Steyn, L.B. Nguenang, Mamorena Lucia Matsoso, Henry N. Ozuru, Julius Akaba, Patient Rambe, Edem Korku Agbobli, Henri-Vincent Ndjave-Ndjoy, Regis Muchemwa, Andre de la Harpe, Konosoang Mpiti, Ayodeji Afolayan, 2016-12-31 Cape Town South Africa 7 Sept 2016 8 Sept 2016 Theme Sustainable economies in the information economy Purpose To share the quality academic papers presented at the International Conference on Business and Management Dynamics ICBMD held from 7 to 8 September 2016 at African Pride Crystal Hotel and Spa in Cape Town As grey literature the proceedings are the contributions made by researchers at the conference and are considered the written record of the work that was presented to fellow conference delegates Methodology The methodology used varies from researcher to researcher but are suitable for the studies conducted Thus on the one hand studies that were subjective in nature used the interpretive paradigm where the qualitative approach adopted made use of the interview method to collect data On the other hand studies that were objectively inclined adopted the positivist philosophy and used survey questionnaires to collect data However there were some academic papers which used mixed methodology because of the nature of the study Whatever methodology used adhered to the ethos of the philosophies

underpinning the methodology Contribution made to scholarship The articles come from individual researchers and each article in the proceedings is unique Mostly there is no general argument leading from one contribution to the next However it is interesting to note that in the area of economic performance it was evident that real exchange rate and net foreign direct investment contribute more towards innovations in economic growth With regard to human capital development papers presented evidence that there exists a definite need to explore the phenomenon of personal branding as limited scientific academic research has been done within the field of personal branding or on elements of the topic Thus the outcome argues that personal branding has an influence on leadership style which in turn impacts on organisational performance and related hygiene factors Furthermore it was demonstrated that current methods or strategies for enforcing institutionalisation of knowledge sharing within an organisation have not been successful and as such new strategies are needed to reinforce efforts to nurture and invigorate the institutionalisation of knowledge sharing within an organisation With regard to technology and big data impact on organisational performance it was evident that system performance memory consumption and CPU utilisation can be used as criteria to compare and evaluate big data technologies to improve organisational performance Most of the articles contribution reemphasised technology education and training as a means of digitising business and improving effectiveness Target audience The target readership is academic researchers and business leaders who require access to the latest developments in the fields of economics information management business education development studies social sciences and technology It is also for policymakers and other stakeholders who need a better understanding of the impact of new developments on existing policies and regulations for their review or amendment

Pace ,1996 Real Estate Education Throughout the World: Past, Present and Future Karl-Werner

Schulte,2001-11-30 In recent years growing attention has been focussed on real estate education The objective of Real Estate Education Throughout The World Past Present and Future is to document the current status and perspectives of real estate education and the underlying research throughout the world The intent is to inform students academics and practitioners about the situation in the widest possible range of countries and to provide a foundation for the future of the real estate discipline The structure of this monograph follows the organisation of the world wide network of real estate societies In Part 1 Stephen E Roulac sets the framework for the other contributions Part 2 contains 20 chapters that examine real estate education in Europe Part 3 consists of two articles covering North America Part 4 includes two chapters dealing with Latin America In Part 5 8 countries in Asia are examined Part 6 contains two chapters covering the Pacific Rim Finally Part 7 focuses on Africa This collection of papers is unique in the sense that 50 authors have contributed to the monograph and 37 countries or regions in total are covered The editor does not know of any comparable book **Encyclopedia of Public Relations** Robert L. Heath,2004-10-12 The Encyclopedia of Public Relations explores the evolution of the Public Relations field with examples from history describing events changing practices and the key figures who developed and expanded the

profession This two volume set is the first and most authoritative compilation of the subject and is a must have for any library serving patrons in business communication and journalism The encyclopedia explores key challenges facing the profession of public relations and its practitioners such as earning the trust and respect of critics and the general public These volumes go into great depth about such ethical policies and challenges The Public Relations Society of America PRSA operates under a specific code of ethics full details of which are included in an appendix

Handbook of Research on Advocacy, Promotion, and Public Programming for Memory Institutions Ngulube, Patrick, 2019-01-11 Memory institutions such as archives libraries and museums collect arrange describe and preserve their collections and holdings in order to make them accessible to the community However these institutions remain underutilized and are struggling to raise awareness of their existence and attract users and funders The Handbook of Research on Advocacy Promotion and Public Programming for Memory Institutions is a collection of innovative research on emerging strategies such as advocacy outreach marketing and public programming to promote memory institutions and engage the community While highlighting topics including customer service solutions social media and collection development strategies this book is ideally designed for heritage management and information professionals curators museum management archival specialists librarians policymakers researchers and academicians Drum ,2007

Who's who in Zimbabwe ,1991 Resources in Education ,2000 International Handbook of Universities ,2010 **Promadata, Promotion, Marketing & Advertising Data** ,1985 Includes index

Financial Mail ,1991-08 ICCWS 2017 12th International Conference on Cyber Warfare and Security Dr. Robert F. Mills ,Dr. Juan Lopez Jr,2017 *Handbook of Environmental and Sustainable Finance* Vikash Ramiah,Greg N.

Gregoriou,2015-10-28 The use of financial concepts and tools to shape development is hardly new but their recent adoption by advocates of sustainable environmental management has created opportunities for innovation in business and regulatory groups The Handbook of Environmental and Sustainable Finance summarizes the latest trends and attitudes in environmental finance balancing empirical research with theory and applications It captures the evolution of environmental finance from a niche scholarly field to a mainstream subdiscipline and it provides glimpses of future directions for research Covering implications from the Kyoto and Paris Protocols it presents an intellectually cohesive examination of problems opportunities and metrics worldwide Introduces the latest developments in environmental economics sustainable accounting work and environmental sustainable finance Explores the effects of environmental regulation on the economy and businesses Emphasizes research about the trade environmental regulation nexus relevant for economics and business students

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