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

- 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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