



(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 Nquestion Paper

Helen Meek, Richard Meek



Marketing Management Nquestion Paper:

Marketing management Ankur Mowar,2022-11-04 My book on Marketing Management covers the topics that are needed for students of courses like BBA BBM MBA and other management streams I hope that this book will be helpful to students of management courses This is the first edition of my book **Marketing Management** K. Muthukumar ,A. Panimalar ,2022-01-01 Discover the comprehensive Marketing Management e Book designed specifically for MBA II Semester students of Anna University Chennai Published by Thakur Publication this invaluable resource provides in depth insights into the principles and practices of marketing empowering aspiring business leaders with the knowledge and strategies needed to excel in the dynamic world of marketing Get ready to enhance your marketing acumen and achieve academic success with this essential e Book **PGT Commerce Question Paper with Answer Key Subject-Wise Bifurcated - Volume II Covering Business Studies, International Business, Financial Management, Business Management, Human Resource Management and Marketing Management** Dheeraj K. Singh, *Marketing Management in Practice 2003-2004* John Williams,Tony Curtis,2003 Each coursebook includes access to MARKETINGONLINE where you can Annotate customise and create personally tailored notes using the electronic version of the coursebook Receive regular tutorials on key topics Search the coursebook online for easy access to definitions and key concepts Co written by the CIM Senior Examiner for the Marketing Management in Practice module to guide you through the 2003 2004 syllabus Free online revision and course support from www.marketingonline.co.uk Customise your learning extend your knowledge and prepare for the examinations with this complete package for course success **Marketing Management in Practice 2007-2008** John Williams,Tony Curtis,2007 BH CIM Coursebooks are crammed with a range of learning objective questions activities definitions and summaries to support and test your understanding of the theory The 07 08 editions contains new case studies which help keep the student up to date with changes in Marketing strategies Carefully structured to link directly to the CIM syllabus this Coursebook is user friendly interactive and relevant Each Coursebook is accompanied by access to MARKETINGONLINE www.marketingonline.co.uk a unique online learning resource designed specifically for CIM students which can be accessed at any time Written specially for the Marketing Management in Practice module by the Senior Examiner The only coursebook fully endorsed by CIM Contains past examination papers and examiners reports to enable you to practise what has been learned and help prepare for the exam **36 Sample Question Papers Commerce Stream : CBSE Class 12 for Term-I November 2021 Examination** Oswal - Gurukul,2021-10-12 Learn Effectively by Practicing with Oswal Gurukul 36 Sample Question Papers for Commerce Stream CBSE 12th Class Term 1 Examination 2021 This practice book Includes all subject papers combined together such as English Core Accountancy Business Studies Economics and Physical Education How can you benefit from Oswal Gurukul CBSE 36 Commerce Sample Papers for 12th Class Our Sample Question Handbook Includes subject wise question papers strictly based on the latest

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 includes all the basic topics of management required for any university It contain topics like Functions of management levels
 skills arts science scientific management motivation theories Theory X and Y CSR Ethics planning organisation structure
 decision making span of control selection process HRM leadership etc and other topics *NET JRF Commerce Solved
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 Management** Helen Meek,Richard Meek,2012-10-02 Each coursebook includes access to MARKETINGONLINE where you
 can Annotate customise and create personally tailored notes using the electronic version of the coursebook Receive regular
 tutorials on key topics Search the coursebook online for easy access to definitions and key concepts **UGC NET JRF
 Management Previous Year Question Paper & Answer** Dheeraj Kumar Singh, 2005 June Paper II 4 7 2005 December
 Paper II 8 11 2006 June Paper II 12 15 2006 December Paper II 16 19 2007 June Paper II 20 23 2007 December Paper II 24
 27 2008 June Paper II 28 31 2008 December Paper II 32 35 2009 June Paper II 36 39 2009 December Paper II 40 43 2010
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Paper II 345 356 2019 December Paper II 357 371 2020 October First shift 372 387 Arihant CBSE Term 1 Business Studies Sample Papers Questions for Class 12 MCQ Books for 2021 (As Per CBSE Sample Papers issued on 2 Sep 2021) Abhishek Jain,2021-10-12 This year has witness major changes in the field of academics where CBSE s reduced syllabus was a pleasant surprise while the introduction of 2 Term exam pattern was little uncertain for students parents and teachers as well Now more than ever the Sample Papers have become paramount importance of subjects with the recent changes prescribed by the board Give final punch to preparation for CBSE Term 1 examination with the all new edition of Sample Question Papers that is designed as per CBSE Sample Paper that are issued on 02 Sept 2021 for 2021 22 academic session Encouraging with the motto of Keep Practicing Keep Scoring here s presenting Sample Question Paper Business Studies for Class 12th that consists of 1 10 Sample Papers along with OMR Sheet for quick revision of topics 2 One Day Revision Notes to recall the concepts a day before exam 3 The Qualifiers Chapterwise sets of MCQs to check preparation level of each chapter 4 CBSE Question Bank are given for complete practice 5 Latest CBSE Sample Paper along with detailed answers are provided for better understanding of subject TOC One Day Revision The Qualifiers CBSE Qualifiers CBSE Question Bank Latest CBSE Sample Paper Sample Paper 1 10 **Essential SQA Exam Practice: National 5 Business Management Questions and Papers** Craig McLeod,2022-04-29 Exam board SQA Level National 5 Subject Business Management First teaching August 2017 First exam Summer 2018 Practice makes permanent Feel confident and prepared for the SQA National 5 Business Management exam with this two in one book containing practice questions for every question type and topic plus two full practice papers all written by an experienced examiner b Choose bbto revise by question type or topic bA simple grid enables you to pick particular question styles or course areas that you want to focus on with answers provided at the back of the bookbrbrb Remember more in your exam b Familiarise yourself with the exam paper b Find out how to achieve a better grade Fully up to date with SQA s requirements The questions mark schemes and guidance in this practice book match the requirements of the revised SQA National 5 Business Management specification for examination from 2018 onwards

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