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**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 2012 June Question Papers

**Marcel A. Müller**



**Marketing Management N5 2012 June Question Papers:**

**The Changing Dynamics of International Business in Africa** I. Adeleye, K. Ibeh, A. Kinoti, L. White, 2015-06-22 The research papers and cases in *The Changing Dynamics of International Business in Africa* provide multi disciplinary insights on the opportunities and challenges of doing business in Africa as well as on the changing competitive dynamics in the region as Western BRIC and African multinationals intensify their fight for market dominance *Marketing Management N5 SB*, 2018

## Unveiling the Magic of Words: A Review of "**Marketing Management N5 2012 June Question Papers**"

In a global defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is truly awe-inspiring. Enter the realm of "**Marketing Management N5 2012 June Question Papers**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve into the book's central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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