



(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 N5 2013 Question Papers

I. Adeleye, K. Ibeh, A. Kinoti, L. White

Marketing Management N5 2013 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

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Management Questions and Answers Oteng Montshiti,2019-01-09 This book teaches you how to answer questions very well in the examination and explain keywords It was written in a simple language for your enjoyment **Strategic marketing**

management, examination paper ,1999 Marketing Management Betty Pritchett,2003 **Marketing Management (planning and Control)** Institute of Marketing,London School of Accountancy,1984* **Marketing McQ's: 580**

Frequently Asked Questions Are Answered from a Question Bank of 1600 Questions Maxwell Ranasinghe,2018-10 This book offers you a short cut for the marketing exams It contains frequently asked 580 questions out of a question bank of over 1600 questions I have reviewed whole syllabuses of many marketing courses in Diploma to Undergraduate level and have included questions on fundamental concepts and terms that are tested in a marketing exam I have purposely avoided questions that are easy and not tested frequently to bring down the load on students to study on marketing MCQs Hence this book will take away a big burden on students in reading the whole syllabus sifting selecting important questions from big question banks and memorizing all of them In addition to helping students in answering MCQs this book provides a revision of the whole syllabus offered in a marketing course Therefore the knowledge gathered by answering MCQs in this book will surely help the student to write short and essay type answers as well with confidence Multiple Choice Questions MCQs are used as an objective assessment in almost all the mid term and final exams of marketing in universities and professional institutions all over the world The MCQs in marketing are set from the whole syllabus MCQs generally test the knowledge of fundamental concepts terms and the ability of students in application of such knowledge in interpreting practical situations MCQs are tricky and cleverly designed to distract students to mark incorrect answers The time given to answer MCQs are limited and students should have a thorough knowledge of the subject to select the correct answer within the restricted time The best way to prepare yourself for MCQs is to know them in advance The challenge for students is they are required to study many subjects in addition to marketing in one semester Therefore not every student has the time to go through the whole syllabus and remember all the concepts This book is written with the sole aim of helping students to get exams through and you will not regret the investment you make on this book **Marketing Management in Practice** John

Williams,2003 **Selected Material in Marketing Management** ,1997 **Marketing Management** ,2012
 BM0078-marketing Management , Marketing Management D. Maynard Phelps,1968 Marketing Management
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