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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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J Elliott



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Table of Contents Last Year Question Paper For Marketing Management For N5

1. Understanding the eBook Last Year Question Paper For Marketing Management For N5
 - The Rise of Digital Reading Last Year Question Paper For Marketing Management For N5
 - Advantages of eBooks Over Traditional Books
2. Identifying Last Year Question Paper For Marketing Management For N5
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Last Year Question Paper For Marketing Management For N5
 - User-Friendly Interface
4. Exploring eBook Recommendations from Last Year Question Paper For Marketing Management For N5
 - Personalized Recommendations
 - Last Year Question Paper For Marketing Management For N5 User Reviews and Ratings
 - Last Year Question Paper For Marketing Management For N5 and Bestseller Lists
5. Accessing Last Year Question Paper For Marketing Management For N5 Free and Paid eBooks
 - Last Year Question Paper For Marketing Management For N5 Public Domain eBooks
 - Last Year Question Paper For Marketing Management For N5 eBook Subscription Services
 - Last Year Question Paper For Marketing Management For N5 Budget-Friendly Options
6. Navigating Last Year Question Paper For Marketing Management For N5 eBook Formats

- ePub, PDF, MOBI, and More
 - Last Year Question Paper For Marketing Management For N5 Compatibility with Devices
 - Last Year Question Paper For Marketing Management For N5 Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Last Year Question Paper For Marketing Management For N5
 - Highlighting and Note-Taking Last Year Question Paper For Marketing Management For N5
 - Interactive Elements Last Year Question Paper For Marketing Management For N5
 8. Staying Engaged with Last Year Question Paper For Marketing Management For N5
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Last Year Question Paper For Marketing Management For N5
 9. Balancing eBooks and Physical Books Last Year Question Paper For Marketing Management For N5
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Last Year Question Paper For Marketing Management For N5
 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
 11. Cultivating a Reading Routine Last Year Question Paper For Marketing Management For N5
 - Setting Reading Goals Last Year Question Paper For Marketing Management For N5
 - Carving Out Dedicated Reading Time
 12. Sourcing Reliable Information of Last Year Question Paper For Marketing Management For N5
 - Fact-Checking eBook Content of Last Year Question Paper For Marketing Management For N5
 - Distinguishing Credible Sources
 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
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