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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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08 PGT Commerce Chapter-wise Question Bank - Unit 8: Human Resource Management & Marketing Management

Dheeraj Kumar Singh, *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 -

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students Kailas Sree Chandran, 2020-01-01 This book includes the basics of Marketing Management which is essential for any university course Includes topics like Marketing Environment Market planning Marketing mix Product life cycle market research segmentation targeting positioning Marketing research testing and launching promotion mix consumer behavior etc and other topics **Marketing Management in Practice 2003-2004** John Williams, Tony Curtis, 2003 Each coursebook

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