

ST. JOSEPH'S EVENING COLLEGE (AUTONOMOUS)
III SEMESTER BBA EXAMINATION - OCTOBER 2018

MARKETING MANAGEMENT

Duration: 2.5 Hours

Max. Marks: 70

SECTION - A

I) Answer any TEN of the following questions.

(10x3=30)

1. Define Marketing Management.
2. What is TQM?
3. What is market segmentation?
4. Define Advertising.
5. Mention any two features of E-CRM.
6. What is marketing mix?
7. What is Franchising?
8. What is Green Marketing?
9. What is Product Life Cycle?
10. Expand POP, SEO, SEM, SMS.
11. What is Consumer Behaviour?
12. Give the meaning of social networked marketing.

SECTION - B

II) Answer any FOUR of the following questions.

(4x5=20)

13. Explain the various stages of Product life cycle with an example.
14. "Advertising is economically beneficial but not socially justifiable" Explain.
15. Explain the emerging trends in marketing.
16. Write short notes on: Search engine marketing
Consumer relationship marketing.
17. What is branding? State with meaning the different types of Brands.
18. Explain the importance and benefits of CRM.

SECTION - C

III) Answer any TWO of the following questions.

(2x10=20)

19. Explain the micro and macro environmental factors of marketing environment.
20. Explain the basis of market segmentation. Give examples.
21. Explain the Pricing Policies.
22. What is channel of distribution? Explain the different channels of distribution.

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