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

- 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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paid to partners d Partners salary 5 In the absence of partnership deed interest on partners loan is payable by firm a 12% p a b 6% p a c 10% p a d 16% p a 6 Royalties revenue should be recognized a On an accrual basis in accordance with the terms of the relevant agreement b On cash basis c On an actual basis d Revenue is recognized on the time proportion basis 7 AS 29 is Applicable only to a Provision for valuation adjustment for fixed Assets b Provision for Liabilities and charges c Provision for valuation adjustment for current assets d Furniture Solved Model Paper Entrepreneurship Class 12 Bihar Board SBPD Editorial Boards, 2023-10-28 1 Sensing and Identification of Entrepreneurial Opportunities 2 Environment Scanning 3 Market Assessment 4 Identification of Entrepreneurial Opportunities and Feasibility Study 5 Selection and Setting up of an Enterprise 6 Business Planning 7 Concept of Project and Planning 8 Formulation of Project Report and Project Appraisal 9 Resource Assessment Financial and Non Financial 10 Fixed and Working Capital Requirements 11 Fund Flow Statement 12 Accounting Ratios 13 Break Even Analysis 14 Venture Capital Sources and Means of funds 15 Selection of Technology 16 Fundamentals of Management 17 Production Management and Quality Control 18 Marketing Management 19 Financial Management 20 Determination of Cost and Profit 21 Possibilities and Strategies for Growth and Development in Business 22 Entrepreneurial Discipline and Social Responsibility Model Paper Solved Set I IV BSEB with OMR Sheet Board Examination Paper Solved 2023 with OMR Sheet Oswaal CBSE Question Bank Class 12 English Core, Accountancy, Business Studies & Economics (Set of 4 Books) Chapterwise and Topicwise Solved Papers For Board Exams 2025 Oswaal Editorial Board, 2024-02-15 Description of the product 100% Updated Syllabus Fully Solved Board Papers we have got you covered with the latest and 100% updated curriculum Crisp Revision with Topic wise Revision Notes Smart Mind Maps Extensive Practice with 3000 Questions Board Marking Scheme Answers to give you 3000 chances to become a champ Concept Clarity with 1000 Concepts 50 Concept Videos for you to learn the cool way with videos and mind blowing concepts NEP 2020 Compliance with Competency Based Questions for you to be on the cutting edge of the coolest educational trends

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