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**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 Exam Question Papers

**Peter Hagan**



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## Unveiling the Power of Verbal Beauty: An Emotional Sojourn through **Marketing Management N5 Exam Question Papers**

In some sort of inundated with monitors and the cacophony of quick interaction, the profound power and mental resonance of verbal artistry usually disappear in to obscurity, eclipsed by the constant barrage of noise and distractions. However, set within the musical pages of **Marketing Management N5 Exam Question Papers**, a charming function of literary beauty that impulses with fresh emotions, lies an memorable trip waiting to be embarked upon. Penned by a virtuoso wordsmith, this mesmerizing opus courses viewers on a mental odyssey, delicately revealing the latent possible and profound impact stuck within the elaborate internet of language. Within the heart-wrenching expanse with this evocative evaluation, we can embark upon an introspective exploration of the book is main subjects, dissect their interesting publishing model, and immerse ourselves in the indelible effect it leaves upon the depths of readers souls.

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