

2112M089

BACHELOR OF BUSINESS ADMINISTRATION

Retail Management

Subject: Marketing Management

Subject Code: MMK502

Semester: First

December 2021

Theory (External): 70 Marks

Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number

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SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A Write the meaning and definition of marketing.
- B What is the importance of marketing?
- C What is marketing mix?
- D Name the additional 3Ps of marketing mix.
- E Explain the concept of targeting and positioning.
- F Explain the characteristics of consumer behavior.
- G What are the factors which effect pricing decision?
- H Write a short note on personal selling.
- I What are the advantages of branding?
- J What is market segmentation?

SECTION –B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

- 1 Explain the core concepts of marketing? What are the functions of marketing?
- 2 What are the various factors that determine the marketing mix? Explain the various components of marketing mix.

- 3 What are the benefits of market segmentation? Explain the requisites of effective market segmentation.
- 4 Explain the bases for segmenting consumer markets. Also explain the process of market segmentation.
- 5 Enumerate the important advertising media and point out their relative role and advantages.
- 6 What do you mean by buying motives? Explain the importance of studying consumer behaviour in marketing.
- 7 What is meant by product life cycle? Explain its concepts with examples.
- 8 What are the ingredients of the basin model of buying behaviour? Comment on person-centered factors.

==END OF PAPER==

5*10=50