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Register Number:

5605

Name of the Candidate:

B.B.A. DEGREE EXAMINATION - 2011

(APPLIED MANAGEMENT)

(SECOND YEAR)

(PART-III: PAPER-VII)

240. MARKETING

December)

Maximum: 100 Marks

(Time: 3 Hours

SECTION-A

Answer ALL Questions

(10×2=20)

1. Define the term marketing.
2. What are the objectives of modern marketing?
3. State the elements of marketing mix.
4. What do you mean by marketing audit?
5. What is market segmentation?
6. List out the costs associated with market segmentation.
7. Define marketing mix.
8. What is pricing?
9. Explain the concept of brand building.
10. Define services.

SECTION-B

Answer any FOUR Questions

(4×10=40)

11. Distinguish value chain model and traditional model of business.
12. Explain the functions that are performed in the process of marketing.
13. Why do firms go for segmenting markets?
14. Describe the procedure followed for determining the price of a product.
15. Explain briefly the product mix decisions.
16. Write a brief note on social marketing.

SECTION-C

Answer any TWO Questions

(2×20=40)

17. What do you understand by marketing strategy? Explain briefly the factors to be considered in formulating marketing strategy.
18. Define consumer behavior and describe its relevance in marketing decision making.
19. Explain the characteristics of sound marketing segmentation.
20. Write an essay on the concept and uses of Product Life Cycle.

