

Total No. of Pages:

Register Number:

5544

Name of the Candidate:

B.B.A. DEGREE EXAMINATION – 2011

(SECOND YEAR)

(PART – III)

(PAPER – VI)

250/620. MARKETING MANAGEMENT

December)

(Time: 3 Hours

Maximum: 100 Marks

SECTION - A

Answer any TEN of the following.

(10 × 2 = 20)

- 1 Define Marketing Management.
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- 2 Write any two objectives of sales.
.
- 3 Define marketing research.
.
- 4 What is meant by consumer behaviour?
.
- 5 Differentiate customer with consumer.
.
- 6 Define branding.
.
- 7 List any two factors which influence the distribution.
.
- 8 Define the term middlemen.
.
- 9 Expand AIDAS.
.
- 10 What are the two types of advertising media?
.
- 1 What is product mix?

1 What is meant by personal selling?

2

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SECTION - B

Answer any FOUR questions.

(4 × 10 = 40)

1 Examine the significance of marketing.

3

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1 Enumerate the elements of marketing mix.

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1 How will you target the market? Explain.

5

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1 Discuss advantages and disadvantages of any two types of Advertising.

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1 Explain any 3 techniques in pricing?

7

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1 Explain various types of sales promotion programmes for Laptop Computers.

8

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SECTION - C

Answer any TWO questions.

(2 × 20 = 40)

1 “Marketing Research in a Continuous Research Process” – Discuss.

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2 Explain various theories in consumer behaviour.

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2 Discuss the major factors influencing consumer behaviour of a Washing Machine.

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2 Explain the process of price determination of a product.
2

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jkhHhf;fk;
gFjp - m
VnjDk; gj;J tpdhf;fSf;F RUf;fkhf tpilasp . (10 × 2 = 20)

1 re;ijapay; nkyhz;ik - tiuaWf;f.

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2 tpw;gidapaypy; es;s ,uz;L bfhs;iffisf; TWf.

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3 re;ijapay; Muha;r;rp - tiuaW.

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4 Efh;nthh; eltof;if vd;why; vd;d?

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5 Efh;nthh; kw;Wk; thof;ifahsiu ntWgLj;Jf.

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6 Kj;jpiu - tiuaW.

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7 gfp;it J]z;Lk; ,uz;L fhuzpfisf; Fwpg;gpLf.

.

8 kj;jpahsd; - tiuaW.

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9 va;lh!; - bghUs; vd;d.

1 tpsk;gu kPoahtpd; ,uz;L tiffis TWf.

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1 bghUs; fyit vd;why; vd;d?

1

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1 neh;Kf tpw;gidapay; vd;why; vd;d?

2

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gFjp - M
VnjDk; ehd;F tpdhf;fSf;F tpilasp . (4 × 10 = 40)

1 re;ijapaypd; Kf;fpaj;Jtj;ij tpsf;Ff.

3

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1 re;ijapay; fyg;gpd; cWg;g[fi TWf.

4

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1 re;ijia vt;thW ,yf;F eph;dapg;gha; - tpsf;Ff.

5

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1 vitnaDk; ,uz;L tpsk;gu tiffspd; rhjf ghjf;fis tpsf;Ff.

6

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1 tpiy jPh;khdpj;jypd; vitnaDk; _d;W Kifis tpsf;Ff.

1 kof;fzpdp tpw;gid mgptpUj;jpj; jpl;l;jpd; gy;ntW tiffis tpsf;Ff.

8

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gFjp - ,
VnjDk; ,uz;L tpdhf;fSf;F tpilasp . (2 × 20 = 40)

1 're;ijapay; Muha;r;rp vd;gJ bjhlh;r;rpahd kW Muha;r;rpahFk;' - tpthjp.

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2 Efh;nthh; eltof;iffis tpsf;Fk; nfh;l;ghLfis tpthp.

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2 ryit ,ae;jpu Efh;nthh; eltof;iffisj; J]z;Lk; Kf;fpaf; fhuzpfis tpsf;Ff.

1

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2 xU bghUspd; tpiy eph;zapj;jypd; bray;ghLfis tpsf;Ff.

2

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