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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2024.

(For those admitted in June 2023 and later)

PROGRAMME AND BRANCH: B.B.A.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
II	PART - III	CORE-3	U23BB203	MARKETING MANAGEMENT

Date & Session: 05.11.2024 / AN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION - A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	Which one is not part of the 4 ps? a) Product b) People c) Place d) Place
CO1	K2	2. defined marketing as the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit? a) Steve jobs b) Philp Kotler c) peter Drucker d) Abraham Maslow
CO2	K1	3.	Re-marketing is used for creating demand for which of the following? a) Non-usable product b) Reusable products c) The renewed use of existing products d) New products
CO2	K2	4.	Using a successful brand name to launch a new product in a different category is called? a) Line extension b) Branding c) Brand expansion d) Brand extension
CO3	K1	5.	Which marketing channel makes the products available to end users without intermediaries? a) Indirect Channel b) Direct channel c) Dynamic Channel d) Flexible channel
CO3	K2	6.	A price reduction to buyers who pay their bills promptly is called _____. a) Trade discount b) Cash discount c) Seasonal discount d) Quality Discount.
CO4	K1	7.	Which among the following is a Pull Strategy? a) Trade promotion b) Sales force promotion. c) consumer promotion d) None of these.
CO4	K2	8. Is not a commercial advertising. a) Consumer ad b) Industrial ad c) Trade ad d) Shortage ad.
CO5	K1	9.	SEM means _____. a) Search engine marketing b) Social environment marketing c) Save energy marketing d) None of these
CO5	K2	10.	Motives which are driven by learning perception an attitude are known as _____. a) Emotional motives b) Patronage motives c) Psychological motives d) rational motives

Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	11a.	Explain the role of marketing. (OR)
CO1	K3	11b.	Discover various approaches to the study of marketing.
CO2	K3	12a.	Outline the characteristics of a product. (OR)
CO2	K3	12b.	Discuss the various positioning strategies.
CO3	K4	13a.	Point out the various objectives of pricing. (OR)
CO3	K4	13b.	Discover the importance of physical distribution.
CO4	K4	14a.	Point out the various media used indoor advertisement. (OR)
CO4	K4	14b.	Illustrate the importance of CRM.
CO5	K5	15a.	Interpret the benefits of digital marketing. (OR)
CO5	K5	15b.	Evaluate the techniques of motivation to sale force personnel.

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer <u>ALL</u> Questions choosing either (a) or (b)
CO1	K3	16a.	Illustrate the various environmental factors affecting the marketing function. (OR)
CO1	K3	16b.	Identity the marketing mix.
CO2	K4	17a.	Analyse the various stages in the new product development process. (OR)
CO2	K4	17b.	Explain the various stages product life cycle.
CO3	K4	18a.	Focus the various kinds of marketing channels (OR)
CO3	K4	18b.	Explain the factors that influence the pricing decision.
CO4	K5	19a.	Evaluate the various types of media. (OR)
CO4	K5	19b.	Evaluate the process of integrated marketing communication.
CO5	K5	20a.	Interpret the process of personnel selling. (OR)
CO5	K5	20b.	Evaluate the application of digital marketing.