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

UG DEGREE END SEMESTER EXAMINATIONS - NOVEMBER 2025.
(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: 08.11.2025/AN   **Time: 3 hours**   **Maximum: 75 Marks**

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer ALL Questions.
CO1	K1	1.	Which of the following is not a part of the marketing mix? a) Product b) Price c) Promotion d) Profit
CO1	K2	2.	Marketing is closely related to which of the following functional areas? a) Production b) Finance c) Human Resources d) All of the above
CO2	K1	3.	The process of dividing the market into distinct groups of buyers is called: a) Targeting b) Segmentation c) Positioning d) Branding
CO2	K2	4.	Which of the following is an example of consumer goods? a) Cement b) Refrigerator c) Industrial Machine d) Raw Material
CO3	K1	5.	Which of the following is not a factor influencing pricing decisions? a) Production cost b) Market demand c) Competitor's pricing d) Employee age
CO3	K2	6.	Marketing channels are mainly used for: a) Transporting goods only b) Facilitating the flow of goods from producer to consumer c) Reducing product quality d) Increasing production cost
CO4	K1	7.	Which of the following is an electronic media? a) Newspaper b) Radio c) Billboard d) Magazine
CO4	K2	8.	IMC (Integrated Marketing Communication) is primarily concerned with: a) Cost reduction in production b) Coordinating all promotional tools c) Employee satisfaction d) Increasing distribution channels
CO5	K1	9.	Which of the following is a step in the personal selling process? a) Prospecting b) Packaging c) Branding d) Segmentation
CO5	K2	10.	Which of the following is not an application of digital marketing? a) Social media promotion b) Search engine marketing c) Email campaigns d) Manual door-to-door canvassing

Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	11a.	Explain the concept of Marketing Mix.
			(OR)
CO1	K3	11b.	What are the environmental factors affecting marketing functions?
CO2	K3	12a.	What are the bases of market segmentation?
			(OR)
CO2	K3	12b.	Explain the stages in New Product Development.
CO3	K4	13a.	State the factors influencing pricing decisions.
			(OR)
CO3	K4	13b.	Explain the importance of physical distribution.
CO4	K4	14a.	What are the main types of media in the communication mix?
			(OR)
CO4	K4	14b.	Define IMC (Integrated Marketing Communication) and state its significance.
CO5	K5	15a.	Explain the steps in the Personal Selling process.
			(OR)
CO5	K5	15b.	What are the benefits of Digital Marketing?

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	16a.	Explain the role of marketing in modern business organizations.
			(OR)
CO1	K3	16b.	What are the environmental factors affecting marketing functions?
CO2	K4	17a.	Discuss the need and basis of market segmentation.
			(OR)
CO2	K4	17b.	Explain the stages in the Product Life Cycle (PLC) with examples.
CO3	K4	18a.	Explain the factors influencing pricing decisions.
			(OR)
CO3	K4	18b.	What are the problems in physical distribution?
CO4	K5	19a.	Explain the types of media in the communication mix and their characteristics.
			(OR)
CO4	K5	19b.	Define Integrated Marketing Communication (IMC). Explain its need and significance.
CO5	K5	20a.	Explain the applications and benefits of Digital Marketing.
			(OR)
CO5	K5	20b.	Explain the Personal Selling Process in detail.