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



UG DEGREE END SEMESTER EXAMINATIONS - APRIL 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: 28.04.2025/FN

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 of the following best identifies how marketing must be understood today? a) Marketing b) Selling. c) Satisfy customer needs d) Behaviour
CO1	K2	2.	A place for buying and selling activities is called. a) Market b) Marketing c) marketing research d) Marketing information
CO2	K1	3.	Identify the products that the customer usually buys frequently and with a minimum of comparison and buying effort _____. a) Augmented b) Unsought c) Specialty d) Convenience
CO2	K2	4.	A brand is a _____. a) Name b) Term c) Sign d) A combination of all of the above
CO3	K1	5.	Which of the following is not a factor influencing pricing policy. a) Cost b) Business opportunity c) Competitors d) None of these
CO3	K2	6.	The direct channel has the limitation of _____. a) Market exploitation b) Communication c) Control d) Cost.
CO4	K1	7.	The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following? a) Advertisement b) Publicity c) Sales promotion d) Personnel selling
CO4	K2	8.	CRM is about _____. a) Acquiring the right customer b) Instituting the best processes c) Motivating employees d) All of the above
CO5	K1	9.	“Buy it now” refers to which one of the following options? a) Personal selling b) Publicity c) Advertising d) Sales promotion
CO5	K2	10. is the oral communication with potential buyers of a product with the intention of making a sale. a) Publicity b) Sales Promotion c) Direct Marketing d) Personal Selling

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.	Identify the role of marketing. (OR)
CO1	K3	11b.	Discover the concept of marketing mix.
CO2	K3	12a.	Illustrate the three dimension of the product mix. (OR)
CO2	K3	12b.	Identify the different stages of the product life cycle.
CO3	K4	13a.	Discuss the various pricing objectives of a business. (OR)
CO3	K4	13b.	Explain the importance of Physical distribution.
CO4	K4	14a.	Classify the Various media used in indoor advertising. (OR)
CO4	K4	14b.	Illustrate the importance of CRM.
CO5	K5	15a.	Analyse need for sales force control and supervisor. (OR)
CO5	K5	15b.	Critically examine the application and benefit of digital marketing.

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.	Explain the various approaches to the study of marketing. (OR)
CO1	K3	16b.	Discuss the Various environmental factors affecting the marketing functions.
CO2	K4	17a.	Explain the various stages involved in the introduction of a new product. (OR)
CO2	K4	17b.	Discuss the various bases for market segmentation.
CO3	K4	18a.	Evaluate the internal and external factors affecting pricing decision. (OR)
CO3	K4	18b.	Explain the various kinds of marketing channels.
CO4	K5	19a.	Interpret the various types of media and their characteristics. (OR)
CO4	K5	19b.	Analyse the process of Integrated Marketing Communication(IMC)
CO5	K5	20a.	Estimate the techniques that are adopted to motivate the salesmen. (OR)
CO5	K5	20b.	Discuss the process of personnel selling.