

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086

(For candidates admitted during the academic year 2019-20)

COURSE CODE: 19BA/MC/MM23

B.B.A. DEGREE END SEMESTER EXAMINATION APRIL 2021

BUSINESS ADMINISTRATION

SECOND SEMESTER

COURSE : MAJOR CORE

PAPER : MARKETING MANAGEMENT

TIME : 90 MINUTES

MAX. MARKS: 50

SECTION – A

Answer all questions:

(7 x 2 = 14)

1. Define Marketing.
2. List out the factors of Micro environment.
3. What are the elements of Marketing Mix?
4. Write any two roles of a Consume Buyer.
5. Define Pricing.
6. Who is a logistician?
7. Why is brand equity necessary?

SECTION – B

Answer any two questions:

(2 x 8 = 16)

8. Describe the Stages of Product life cycle.
9. Explain the levels of channel of distribution.
10. Enumerate the importance of Digital marketing.

SECTION – C

Answer any one question:

(1 x 20 = 20)

11. Explicate New product development process.
12. Elaborate on E- Logistics.
