

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2019–20 and thereafter)

COURSE CODE: 19BA/MC/MM23

B.B.A DEGREE EXAMINATION APRIL 2022
BUSINESS ADMINISTRATION
SECOND SEMESTER

COURSE : MAJOR CORE
PAPER : MARKETING MANAGEMENT
TIME : 3 HOURS

MAX. MARKS: 100

SECTION – A

Answer ALL questions:

(10 x 2 = 20)

1. Define Marketing.
2. Mention the factors of Micro environment.
3. Write the elements of Marketing mix.
4. Mention the role of a Consumer buyer.
5. What is tender purchase?
6. What do you mean by Market segmentation?
7. Who is a wholesaler?
8. Why is pricing necessary?
9. Explain the uses of logistics.
10. Give the meaning of brand loyalty.

SECTION – B

Answer any FIVE questions:

(5 x 8 = 40)

11. Describe the concepts of Marketing.
12. Distinguish between Consumer buyer and Industrial buyer.
13. Discuss the elements of Product Mix with suitable example.
14. Bring out the levels of Channel of distribution.
15. Explain the different types of Pricing.
16. State the advantages and disadvantages of Direct selling.
17. Write an overview on digital marketing.

SECTION – C

Answer any TWO questions:

(2 x 20 = 40)

18. Discuss the factors of Marketing environment.
19. Elucidate the factors affecting Consumer Decision making process.
20. Demonstrate the New Product Development with an example.
21. Elaborate on E- Logistics.
