

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 2023
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. What do you mean by Market scanning?
2. Write a note on Marketing mix.
3. Explain the term Micro environment.
4. Define Consumer behavior.
5. List the stages involved in New product development.
6. State the meaning of the term Product life cycle.
7. Who are Channel partners?
8. Explain the term Advertising.
9. Write a note on Brand loyalty.
10. What is Social media platforms?

SECTION – B

Answer any FIVE questions: (5 x 8 = 40)

11. Describe the features of marketing management.
12. Elaborate on the elements of marketing mix in detail.
13. Differentiate between industrial and consumer buyer.
14. Enumerate the factors affecting the consumer decision making process.
15. Write an essay about the advantages of e-logistics.
16. Narrate the factors in selecting a right channel of distribution.
17. Explain the methods and need for various advertising platforms for today's marketers.

SECTION – C

Answer any TWO questions: (2 x 20 = 40)

18. Elaborate on the developments of digital marketing in India.
19. Describe pricing, its importance and various types of it.
20. Summarize the significance of marketing intermediaries.
21. Examine and present the highlights of some successful e-commerce giants of the world.
