

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 86**  
(For candidates admitted from the academic year 2025 – 2026)

**B.B.A DEGREE EXAMINATION - APRIL 2026**  
**BUSINESS ADMINISTRATION**  
**SECOND SEMESTER**

**COURSE : CORE**  
**PAPER : MARKETING MANAGMENT**  
**SUBJECT CODE : 25BA/MC/MM25**  
**TIME : 3 HOURS**

**MAX. MARKS: 100**

<b>SECTION A</b>				
<b>Q. No.</b>	<b>Answer all questions:</b>	<b>(4 x 2 = 8)</b>	<b>CO</b>	<b>KL</b>
1.	Define Marketing Management.		CO1	K1
2.	What is Consumer behaviour?		CO1	K1
3.	Explain the term pricing.		CO1	K1
4.	Identify the objectives of Sales promotion.		CO1	K1
<b>SECTION B</b>				
<b>Q. No.</b>	<b>Answer any SIX questions:</b>	<b>(6 x 5 = 30)</b>	<b>CO</b>	<b>KL</b>
5.	Summarize the concepts of marketing.		CO2	K2
6.	Explain the marketing metrics.		CO2	K2
7.	Classify between Consumer buyer and Industrial buyer.		CO2	K2
8.	Explain the Growth team and Product led team.		CO2	K2
9.	Summarize the role of intermediaries in business.		CO2	K2
10.	Indicate the levels of channel of distribution.		CO2	K2
11.	Relate the concept of Sustainable marketing for an existing product.		CO2	K2
<b>SECTION C</b>				
<b>Q. No.</b>	<b>Answer any TWO questions:</b>	<b>(2 x 8 = 16)</b>	<b>CO</b>	<b>KL</b>
12.	Use the Seven elements of marketing mix for any product of your choice and explain with an example.		CO3	K3
13.	Illustrate the Consumer buying decision making process.		CO3	K3
14.	Explain the Product life cycle.		CO3	K3
<b>SECTION D</b>				
<b>Q. No.</b>	<b>Answer any TWO questions :</b>	<b>(2 x 8 = 16)</b>	<b>CO</b>	<b>KL</b>
15.	Connect the factors in selecting right channel.		CO4	K4
16.	Devise the strategies of Promotion mix for a product or service.		CO4	K4
17.	Relate the Integrated marketing communication to enhance the business.		CO4	K4
<b>SECTION E</b>				
<b>Q. No.</b>	<b>Answer any TWO questions:</b>	<b>(2 x 15 = 30)</b>	<b>CO</b>	<b>KL</b>
18.	Critically evaluate the classification of market segmentation.		CO5	K5
19.	Develop the process of New Product Development for any product or service of your choice.		CO5	K5
20.	Discuss the types of Digital marketing.		CO5	K5

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