

**STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.**  
**(For candidates admitted during the academic year 2016 - 2017)**

**SUBJECT CODE: 16CM/MC/MM24**

**B.B.A DEGREE EXAMINATION APRIL 2017**  
**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 Management.
2. What are specialty goods? Give one example.
3. What do you mean by skimming pricing?
4. What is Integrated Marketing Communication?
5. What is Global Marketing?
6. What is Marketing Mix?
7. Write short notes on Product Mix.
8. What is brand equity?
9. What is a Trade Mark?
10. What is Target Marketing?

**SECTION – B**

**ANSWER ANY FIVE QUESTIONS: (5 x 8 = 40)**

11. Explain the features of marketing.
12. Illustrate the Product Life Cycle of a product with an example.
13. Describe briefly the factors affecting pricing decisions.
14. Enumerate the factors influencing promotional mix decision.
15. Give an account on the holistic marketing concept.
16. Explain the types of consumer behavior
17. Discuss the AIDA concept.

**SECTION – C**

**ANSWER ANY TWO QUESTIONS: (2 x 20 = 40)**

18. Discuss the consumer buying decision process and industrial buyers' decision process. How do they change through the process?
19. "Channels of distribution are a vital link between manufactures and consumers". Elucidate.
20. Trace the stages in the New product development process.
21. How is the consumer market segmented? Explain.

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