

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI – 600 086.
(For candidates admitted during the academic year 2016 – 2017 and thereafter)
SUBJECT CODE: 16CM/MC/MM24

B.B.A DEGREE EXAMINATION APRIL 2019
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. What is Marketing mix?
3. Define Consumer behavior.
4. List the types of Buying motives.
5. What are the criteria's of effective segmentation?
6. What is Product positioning?
7. Define Product.
8. What is Brand Equity?
9. What is Predatory Pricing?
10. What is Global Market?

SECTION – B

ANSWER ANY FIVE QUESTIONS:

(5 x 8 = 40)

11. Explain scope, role and functions of marketing.
12. Explain the factors influencing Consumer Behaviour in the Buying Decision process.
13. How do the 4 P's vary across the product life cycle? Discuss with the help of a suitable example.
14. Elaborate the different techniques of forecasting future demand.
15. Explain the factors influencing product mix.
16. List the differences between Traditional and IMC led promotion.
17. Elaborate how to map a holistic Marketing Organization?

SECTION – C

ANSWER ANY TWO QUESTIONS:

(2 x 20 = 40)

18. Explain the various marketing management orientation or concepts. Which orientation is most suitable in the present environment? Give reason.
19. As a marketing manager explain the various functions involved in your marketing strategy for launching a new brand of herbal tooth-paste.
20. What products and brands do you feel successfully speak to You and effectively target your age group? Why? Which one's does not? What could they do better? Explain with example.
21. "Marketing starts with the consumers and ends with the consumers" – Substantiate the statement.
