

**FINAL YEAR B.B.A. DEGREE EXAMINATION, AUGUST 2010****B.B.A. 2.1 – MARKETING MANAGEMENT**

(2004 Admission onwards)

Time : Three Hours

Maximum : 80 Marks

**Part A***Answer all the questions.**Each question carries 4 marks.*

1. What is meant by Marketing Management?
2. Distinguish between internal and external environment?
3. Define Direct Marketing.
4. What is meant by physical distribution?
5. List out major promotion tools in marketing.

(5 × 4 = 20 marks)

**Part B***Answer any three questions.**Each question carries 10 marks.*

6. What is meant by service marketing mix? Discuss the importance of physical evidence.
7. Examine the role of segmentation in marketing. How is geographical variables useful for segmentation?
8. What are the factors affecting pricing decision?
9. Describe a typical physical distribution system for consumer goods.
10. "Advertising plays a vital role in promotion of products". Explain the idea.

(3 × 10 = 30 marks)

**Part C***Answer any two of the following.**Each question carries 15 marks.*

11. Explain the marketing process? Why is marketing important for organization?
12. Explain product classification. How is consumer goods different from industrial products?
13. Discuss various sales promotion techniques. Examine the role of sales force in promotion.
14. What is meant by product life-cycle? How does it affect pricing decision?

(2 × 15 = 30 marks)