

**C. ABDUL HAKEEM COLLEGE (AUTONOMOUS),
MELVISHARAM - 632 509.
SEMESTER EXAMINATIONS, NOVEMBER - 2018**

**B.B.A.,
SEMESTER V
U15MBA502 / U14MBA502 – MARKETING MANAGEMENT**

Time: Three Hours

Maximum: 75 Marks

SECTION - A (10 X 2 = 20 Marks)

Answer **ALL** Questions.

1. Define Marketing.
2. What do you mean by marketing mix?
3. Define Buying?
4. What is market segmentation?
5. What do you mean by sales forecast?
6. What is consumer goods?
7. What is price?
8. What do you mean by channels of distribution?
9. Define Promotion.
10. What is advertising?

SECTION - B (5 X 5 = 25 Marks)

Answer **ALL** Questions.

11. a) Explain the importances of marketing.
(Or)
b) Point out the various factors determining marketing mix.

12. a) What are the problems of buying.

(Or)

- b) Discuss the life cycle of a product.

13. a) What are the importance of sales forecasting?

(Or)

- b) What are the characteristics of a good brand?

14. a) Mention the objectives of pricing.

(Or)

- b) What are the functions of middlemen?

15. a) Write a note on sales promotion.

(Or)

- b) Comment on the qualities of a successful salesman.

SECTION - C (3 X 10 = 30 Marks)

Answer **ANY THREE** Questions.

16. Explain the functions of marketing.
17. Discuss the stages in buying decision process.
18. Explain the methods of sales forecasting.
19. Discuss the various types of pricing.
20. Explain the kinds of advertising media.
