



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore-641043, Tamil Nadu, India

Bachelor's Degree Examination - May 2025

II Semester

Class : I UG

Major : BBA

Time : 3 Hours

Max. Marks : 100

24BBAC04 Marketing Management

Course Outcomes:

- CO1: Develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions effecting marketing decisions of a firm.
 CO2: Create new product development plan and decide an appropriate digital marketing tool
 CO3: Enable to design pricing strategies for different market segments
 CO4: Analyze the process of marketing decisions involving product promotion and its role in customer retention
 CO5: Acquire knowledge various developments in marketing that may evaluate the performance of different social media in conjunction with overall digital marketing plan

Part A

10 x 1 = 10

Choose the Correct Answer

1. _____ environment consists of the factors like inflation rate, interest rate and unemployment. CO1K1
 a. Geographic b. Economic
 c. Demographic d. Technological
2. Who is the Father of Modern Marketing? CO1K1
 a. Philip Kotler b. Peter F Drucker
 c. Abraham Maslow d. Raymond Kroc
3. Consumer behavior is a study of _____. CO2K1
 a. Macroeconomics b. Microeconomics
 c. Purchasing power parity d. All of the above
4. Segmentation is the process of _____. CO2K1
 a. Dividing the market into homogenous groups
 b. Selecting one group of consumers among several other groups
 c. Creating a unique space in the minds of the target consumer
 d. None of these
5. The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the _____. CO3K1
 a. Decline stage b. Introduction stage
 c. Growth stage d. Maturity stage
6. The process of introducing higher quality products by a manufacturer is called _____. CO3K1
 a. Product line expansion b. Product line contraction
 c. Trading down d. Trading up
7. _____ price refers to the high initial price charged when a new product is introduced in the market. CO4K1
 a. Premium b. Penetration
 c. Skimming d. None of these
8. Marketing channel that involves no intermediaries to made their products available to final buyers is classified as _____. CO4K1
 a. Direct channel b. Indirect channel
 c. Static channel d. Flexible channel
9. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of _____. CO5K1
 a. Pricing b. Distribution
 c. Product development d. Promotion
10. When companies make marketing decisions by considering consumers' wants and the long-run interests of the company, consumer, and the general population, they are practicing which of the following principles? CO5K2
 a. Innovative marketing b. Consumer-oriented marketing
 c. Value marketing d. Societal marketing

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Define marketing and throw lights on its importance. CO1K1
(or)
11.b. Discuss the need for studying marketing environment . CO1K1
- 12.a. State the factors influencing consumer behaviour. CO2K2
(or)
12.b. Define market targeting. What are the steps in market targeting? CO2K2
- 13.a. List out the various stages in the process of product development. CO3K2
(or)
13.b. What are the characteristics of good brand name? CO3K2
- 14.a. Explain the kinds of pricing. CO4K3
(or)
14.b. List out the various levels of channels of distribution. CO4K3
- 15.a. Examine the factors governing the basic promotional strategy. CO5K3
(or)
15.b. Explain the elements of an advertisement copy. CO5K3

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 16.a. Discuss the functions and objectives of marketing management. CO1K2
(or)
16.b. Explain the factors influencing marketing environment. CO1K2
- 17.a. Discuss the various stages in buying decision process. CO2K3
(or)
17.b. Enumerate the basic elements of market segmentation. CO2K3
- 18.a. Explain the concept of product life cycle with suitable example. CO3K4
(or)
18.b. Illustrate the various types of packages and explain its importance. CO3K4
- 19.a. Enumerate the various pricing strategies. CO4K3
(or)
19.b. Explain the factors influencing the selection of a channel. CO4K3
- 20.a. Discuss the merits and demerits of various sales promotion methods. CO5K4
(or)
20.b. Explain the concepts issues and tools in digital marketing. CO5K4
