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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 - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I – February 2026

II Semester

Class: I BBA

Major: Business Administration

Time: 2 hours

Maximum Marks: 60

25BBAC05 Marketing Management

Course Outcomes:

At the end of the course, students will:

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

Part - A

6 x 1 = 6

Choose the Correct Answer

1. Identify the activity concerned with effecting changes in the ownership and possession of goods and services. CO1 K1
 - a. Sales
 - b. Marketing
 - c. Pricing decision
 - d. Product decision
2. Which is referred as the external factors and forces affecting the company's ability to develop and maintain successful transactions and relationships with its target customers? CO1 K1
 - a. Market
 - b. Advertising
 - c. Marketing environment
 - d. Competition
3. Which is the act of individuals in obtaining, using and disposing of economic goods and services, including the decision processes that precede and determine these acts? CO2 K1
 - a. Consumer buying behavior
 - b. Consumer decision
 - c. Branding
 - d. Promotion
4. The process of dividing the total market into relatively distinct homogeneous sub-groups of consumers with similar needs or characteristics leading them to respond in similar ways to a particular marketing programme is CO2 K1
 - a. Market segmentation
 - b. Market positioning
 - c. Branding
 - d. Targeting
5. This is an instrument for sales promotion in the market, where stiff competition exists. CO3 K1
 - a. Marketing
 - b. Targeting
 - c. Branding
 - d. segmentation
6. Name, term, symbol or design to identify the goods or services and to differentiate them from those of the competitors is denoted as CO3 K1
 - a. Trademark
 - b. Brand name
 - c. Brand
 - d. Branding

Part - B

3 x 6 = 18

Answer ALL Questions

Each answer should not exceed 400 words or two pages

7. a. List out the nature and scope of marketing. CO1 K2

(or)
7. b. What is marketing mix? Explain its constituents in brief. CO1 K2
8. a. What is consumer behavior? Explain the need for studying consumer behavior in brief. CO2 K2

(or)
8. b. What is market segmentation? Explain the bases for market segmentation with example. CO2 K2
9. a. Explain the classifications of product decisions in brief. CO3 K2

(or)
9. b. List out the functions of branding. CO3 K2

Part - C

3 x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

10. a. Explain in detail the micro environmental factors of marketing. CO1 K2

(or)
10. b. Discuss the various macro-environmental factors that affects the Indian markets. CO1 K2
11. a. Explain in detail the consumer buying decision process with a diagram. CO2 K2