



# Avinashilingam Institute for Home Science and Higher Education for Women

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

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

Coimbatore-641043, Tamil Nadu, India

## Continuous Internal Assessment Test - II April 2025

### II Semester

Class : I UG

Major : BBA

Time : 2 Hours

Max. Marks : 60

### 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

6 x 1 = 6

#### Choose the Correct Answer

- Which one is not a part of the 4 Ps?  
a. Product                      b. People                      c. Price                      d. Place                      CO3K1
- Marketing is \_\_\_\_\_, there is a constant tension between the formulated side of marketing and the management side.  
a. An art                      b. Both an "art" and a "science"  
c. A science                      d. Selling                      CO3K2
- The term "Marketing" refers to?  
a. Promotion of the product  
b. Focusing on sales and profit  
c. Focusing on sales and profit  
d. Set of activities to deliver customer value and satisfaction                      CO4K1
- The activities carry by the company to design and produce a differentiated container for particular product is classified as  
a. guarantees                      b. warranties                      c. labelling                      d. packaging                      CO4K1
- To achieve market expansion a company must  
a. Use distribution channels more effectively  
b. Use advertising campaigns more effectively  
c. Price their products more strategically  
d. All of the above                      CO5K1
- In the service industry how many Ps comprise the marketing mix?  
a. 4 Ps                      b. 7 Ps                      c. 10 Ps                      d. 8 Ps                      CO5K1

#### Part B

3 x 6 = 18

#### Answer ALL questions

Each answer should not exceed 400 words or two pages

- 7.a) Elaborate Pricing ?  
(or)  
7.b) Explain the Market Segmentation.                      CO3K2
- 8.a) Explain the characteristics of Product Packing.  
(or)  
8.b) Write a short note on Labelling.                      CO4K2
- 9.a) Explain the difference between Packing and Labelling (any 2 points)  
(or)  
9.b) Write a detailed note on Packing details.                      CO5K2

#### Part C

3 x 12 = 36

#### Answer ALL questions

Each answer should not exceed 800 words or four pages

- 10.a) Discuss the functions of Channels of distributions  
(or)  
10.b) Briefly Explain the Target Audience                      CO3K4
- 11.a) Explain in detail about 7P's in Marketing  
(or)  
11.b) Explain about Promotional Mix in Marketing.                      CO4K5
- 12.a) Explain in detail about Digital Marketing  
(or)  
12.b) Explain about the Buying Behaviour of a customer after using the Product                      CO5K4

Copies: 24

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