



**Avinashilingam Institute for Home Science and Higher Education for Women**

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

Re-accredited with 'A++' Grade by NAAC. Recognised by UGC under Section 12 B

Coimbatore-641 043, Tamil Nadu, India

**Continuous Internal Assessment Test I – Feb 2025**

**II Semester**

**Class : I UG**

**Major : BBA**

**Time : 2 Hours**

**Max. Marks : 60**

**24BBAC04 Marketing Management**

**Course Outcomes:** After completion of the course, the students will be able to –

1. The course aims to provide basic knowledge of concepts, principles, tools and techniques of marketing and to provide knowledge about various developments in the marketing
2. To educate the students on marketing concepts and practices and to develop the students to grasp the marketing environment and consumer behavior
3. To help the students to acquire knowledge about modern marketing and product concept.

**PART-A**

**Answer the following questions:**

**6\*1=6**

1. The key term in the American Marketing Association's definition of marketing is: CO1 K1
  - a) Activity
  - b) Sales
  - c) Products
  - d) Value
2. Marketing is \_\_\_\_\_, there is a constant tension between the formulated side of marketing and the management side. CO1 K2
  - a) An art
  - b) A science
  - c) Both an "art" and a "science"
  - d) Selling
3. Which one of the following is a key to build lasting relationships with consumers? CO2 K2
  - a) Price of the product
  - b) Need recognition
  - c) Customer satisfaction
  - d) Quality of product
4. Transporting and storing goods is part of which of the following marketing channel functions? CO2 K1
  - a) Inventory Channel
  - b) Direct Marketing Channel
  - c) Physical Distribution Channel
  - d) Warehousing Channel
5. "Many people want BMW, only a few are able to buy" this is an example of CO2 K1
  - a) Need
  - b) Demand
  - c) Want
  - d) Status
6. According to the Marketing and Sales Standards Setting Body (MSSSB), which of the following is not a marketing function? CO3 K1
  - a) Promote marketing intelligence.
  - b) Develop sales tactics.
  - c) Develop the customer proposition.
  - d) Work with other business functions and third parties.

**PART-B**

**Answer the following questions:**

**3\*6=18**

**Each answer should not exceed 400 words**

- 7a) Define Marketing Management CO1 K 1  
(or)  
(b) Explain about Macro Environment factors in Marketing CO1 K2
- 8.a) Write short notes on concepts of Marketing CO2 K3  
(or)  
b) Write about scope, Nature and Importance of Marketing CO2 K2
9. a) What are marketing mix CO1 K3  
(or)  
b) Write about Stages in Consumer Buying Decision Process CO1 K1

**PART-C**

**Answer the following questions:**

**3\*12=36**

**Each answer should not exceed 800 words**

10. a) What are product Decision process in Marketing. CO1 K2  
(or)  
b) Detail study about Marketing Segmentation. CO1 K1
11. a) Describe about branding. CO2 K2  
(or)  
b) What are 7p's of Marketing. CO1 K3
- 12.a) Explain about Micro Environment factors in Marketing. CO2 K1  
(or)  
b) Introduce a New Product in the Market and discuss about the Marketing Plan. CO2 K1
- .....

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