



K25U 3018

Reg. No. :

Name :

**III Semester B.B.A./B.B.A. (R.T.M.)/B.B.A. – H.A. Degree (C.B.C.S.S. – O.B.E. – Supplementary/Improvement) Examination, November 2025
(2019 to 2023 Admissions)**

Core Course

3B05BBA/BBA (RTM)/BBA-HA : MARKETING MANAGEMENT

Time : 3 Hours

Max. Marks : 40

PART – A

Answer **all** questions. **Each** question carries **1** mark.

1. What do you mean by Micro Environment ?
2. What is Consumer Behaviour ?
3. What is Product Life Cycle ?
4. Differentiate Discounts and Rebates.
5. What is Advertising Copy ?
6. What is CRM ?

(6×1=6)

PART – B

Answer **any 6** questions. **Each** question carries **2** marks.

7. Differentiate Selling and Marketing.
8. How can green marketing be used as a tool for sustainable competitive advantage ?
9. What do you mean by differentiated targeting strategy ?
10. What is Relationship Marketing ?
11. What is meant by new product ?

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12. What is a Distribution Channel ?
13. List any two Pricing Objectives.
14. What is Sustainable Marketing ?

(6×2=12)

PART – C

Answer **any 4** questions. **Each** question carries **3** marks.

15. What are the drawbacks of CRM Programme ?
16. What are the elements of Market Promotion Mix ?
17. What are the factors which affect Price in Marketing ?
18. What are the stages of Product Life Cycle.
19. Explain the important Marketing Concepts.
20. Discuss the importance of Digital Marketing.

(4×3=12)

PART – D

Answer **any 2** questions. **Each** question carries **5** marks.

21. Discuss the important factors affecting marketing environment.
22. Explain the various Sales Promotion Schemes.
23. Describe the concept of new product development and its various steps.
24. Discuss the benefits and limitations of Online Marketing.

(2×5=10)