

**4 MJ 20109**

FOUR YEAR B.B.A. (CBCS) DEGREE EXAMINATION, APRIL/MAY 2025.

FOURTH SEMESTER

Major

Course 9 – MARKETING MANAGEMENT

(w.e.f 2023-24 Admitted Batch)

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

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PART A — (5 × 4 = 20 marks)

Answer any FIVE of the following.

1. Name the four core concepts of marketing.
2. What is the scope of marketing in modern business?
3. What are the four main bases for market segmentation?
4. What are the key steps in the STP process?
5. Define the term "product" in marketing.
6. What is the product life cycle? List its stages.
7. What is the difference between a pricing policy and a pricing strategy?
8. Name the different types of marketing channels.
9. What is Integrated Marketing Communication (IMC)?
10. Define Public Relations (PR) and state its importance.

PART B — (5 × 10 = 50 marks)

Answer ALL questions.

11. Discuss the core concepts of marketing and their relevance in understanding customer needs.

Or

12. Critically evaluate the importance of the marketing mix in achieving organizational goals.
13. What are the different patterns of targeting? Explain each with examples.

Or

14. Critically evaluate the role of segmentation, targeting, and positioning in building a strong brand identity.

15. Describe the new product development process in detail. What are the key challenges at each stage?

Or

16. Compare and contrast warranties and guarantees. How do they add value to a product?

17. What are the factors influencing pricing decisions? How do they impact the final price of a product?

Or

18. What is the importance of physical distribution in marketing? How does it contribute to customer satisfaction?

19. Discuss the elements of the promotional mix. How do they work together to achieve marketing objectives?

Or

20. What is personal selling? Discuss its advantages and challenges in the promotional mix.

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