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## GIET UNIVERSITY, GUNUPUR – 765022

B. B. A(Third Semester) Examinations, December– 2022

### 21BBAPC23003 – Marketing Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

#### PART – A

(2 x 10 = 20 Marks)

Q.1. Answer **ALL** questions

- a. Explain core concepts of marketing.
- b. Discuss the objectives of marketing.
- c. Describe buyer characteristics.
- d. Stages of buying process.
- e. Describe classification of product.
- f. Importance of Marketing mix
- g. Describe objectives of Pricing.
- h. Explain differential pricing.
- i. What is Market segmentation?
- j. Explain the importance of promotion mix.

#### PART – B

(8 x 5 = 40 Marks)

Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. Explain the following;	8	CO1	4
i) Marketing myopia.			
ii) Customer loyalty.			
(OR)			
b. Define marketing and explain the functions of marketing.	8	CO1	2
3.a. Explain brand loyalty.	8	CO1	4
(OR)			
b. Explain the characteristics of buying behaviour.	8	CO1	2
4.a. Discuss about Product, Price, Place and Promotion.	8	CO1	2
(OR)			
b. Describe product and explain creation of product concept.	8	CO1	3
5.a. Describe about distribution channel.	8	CO1	3
(OR)			
b. Explain the following;	8	CO1	2
i) Selective distribution.			
ii) Indirect channel.			
6.a. Describe the stages of Product Life Cycle.	8	CO1	3
(OR)			
b. Explain the following;	8	CO1	4
i) Potential product			
ii) Unsought goods			

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