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GIET UNIVERSITY, GUNUPUR - 765022
B. B. A (Third Semester) Examinations, December - 2023
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 <i>ALL</i> questions	CO #	Blooms Level
a. Define marketing management.	CO1	L2
b. Define Product Concept.	CO1	L2
c. What are the kinds of marketing channel?	CO2	L1
d. What are the major segment variables?	CO2	L1
e. Mention the major influencers of consumer behaviour	CO3	L1
f. Define reference group.	CO3	L2
g. What are the levels of product?	CO4	L1
h. Define augmented product.	CO4	L2
i. What are the five M's in marketing?	CO5	L1
j. What is the full form of VMS, HMS, MMS ?	CO5	L1

PART – B**(8 x 5 = 40 Marks)**

Answer <i>ALL</i> the questions	Marks	CO #	Blooms Level
2. a. Explain the nature, scope, and importance of marketing.	8	CO1	L2
(OR)			
b. Discuss the evolution of marketing.	8	CO1	L2
3.a. What are the different features of product differentiation?	8	CO2	L2
(OR)			
b. How micro and macro environments influence marketing decisions?	8	CO2	L2
4.a. Discuss target market and selection of target market.	8	CO3	L2
(OR)			
b. Explain the factors influencing distribution decisions.	8	CO3	L2
5.a. Explain Product Life Cycle Stages.	8	CO4	L2
(OR)			
b. Explain Factors Influencing the Pricing Policy.	8	CO4	L2
6.a. Discuss about Integrated Marketing Communication (IMC) and Social Marketing.	8	CO5	L2
(OR)			
b. Elaborate Personal Selling and Direct Marketing.	8	CO5	L2

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