GANDHI INSTITUTE OF ENGINEERING AND TECHNOLOGY UNIVERSITY, ODISHA, GUNUPUR
(GIET UNIVERSITY)

B. B. A (Third Semester) Examinations, November-2024

23BBAPC12003 - 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

		CO #	Blooms Level
a.	Define marketing concept.	CO1	K1
b.	What is integrated marketing concept?	CO1	K1
c.	Explain the product mix variables.	CO1	K1
d.	Distinguish between differentiated and undifferentiated targeting.	CO1	K1
e.	What is psychographics? What is its basis?	CO1	K1
f.	What is Nicosia model?	CO1	K1
g.	What is going rate pricing?	CO1	K1
h.	Explain whole seller vs retailer.	CO1	K1
i.	Discuss on PLC.	CO1	K1
j.	Differentiate advertisement vs publicity.	CO1	K1

PART – B   **(8 x 5 = 40 Marks)**

Answer *All* the questions

		Marks	CO #	Blooms Level
2. a.	Contrast the major concepts of marketing with appropriate examples of dairy product.	8	CO1	K2
	(OR)			
b.	Describe the pros and cons of marketing myopia concept.	8	CO1	K2
3. a.	Analyse the bases of segmentation with appropriate examples.	8	CO2	K4
	(OR)			
b.	Define USP. Investigate role of USP of an independent bungalow.	8	CO2	K6
4. a.	Contrast the classification of products and its usefulness.	8	CO3	K4
	(OR)			
b.	Analyse the PLC of a conventional and modern product.	8	CO3	K4
5. a.	Critically evaluate the pricing policies and practices of new and existing products.	8	CO4	K2
	(OR)			
b.	Evaluate the core concept of integrated marketing communications and its modus operandi.	4	CO5	K5
c.	Examine value added facilities of social marketing in a nutshell.	4	CO5	K4
6. a.	Define advertising. Create the 5 M's of advertising of a OTC product.	8	CO6	K6
	(OR)			
b.	Define social and digital marketing. Analyse the pros and cons of social and digital marketing of primary education.	8	CO6	K4

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