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Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION  
NOVEMBER 2024**

Management Studies

BBA1CJ102—MARKETING MANAGEMENT

(2024 Admission onwards)

Time : Two Hours

Maximum : 70 Marks

**Section A***Answer all question.**Each question carries 3 marks.**(Ceiling : 24 marks).*

1. What do you mean by market segmentation ?
2. Define Marketing.
3. What is meant by marketing environment ?
4. What is affiliate marketing ?
5. What is meant by a service ?
6. What is meant by the 'Production concept' of marketing ?
7. What do you mean by Promotion mix ?
8. What are the various levels of distribution ?
9. What is Integrated Marketing Communication ?
10. Define Consumer Behaviour.

**Turn over**

**Section B**

*Answer all question.*

*Each question carries 6 marks.*

*(Ceiling : 36 marks).*

11. What are the advantages and drawbacks of Digital marketing ?
12. List the differences between selling and marketing.
13. Briefly explain the stages or steps involved in the consumer buying process.
14. What are the advantages or benefits of market segmentation ?
15. Explain the various stages of the Product Life Cycle.
16. What are the various features or characteristics of a service ?
17. Briefly explain the importance or benefits of marketing to society.
18. Explain the BCG Matrix along with real-life examples.

**Section C**

*Answer any one question.*

*The question carries 10 marks. (1 × 10 = 10 marks).*

19. Define pricing. Explain the various methods or techniques of pricing.
20. Discuss in detail the fundamentals or elements of marketing communication mix.