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COER University**END SEMESTER EXAMINATION, EVEN SEM 2022-23**

Time : 3 hours

Total Marks : 100

Program Name : BBA

Semester : II

Course Name : **MARKETING MANAGEMENT**Course Code : **BBA204**

Note: All questions are compulsory. No student is allowed to leave the examination hall before the completion of the time.

Q. No 1	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Classify the key characteristics of modern marketing.	CO 1	2
(b)	Discuss how does marketing mix affect the success of a marketing campaign?	CO 1	2
(c)	Explain market segmentation. Why is it important for businesses?	CO 1	2
(d)	Discuss How does the marketing environment affect a company's marketing strategy and tactics?	CO 1	2
(e)	Discuss How can businesses use social media and other digital marketing channels to reach and engage with their target audience?	CO 1	2

Q. No 2	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Explain the product life cycle. How does it affect product strategy.	CO 2	2
(b)	Explain the role of branding in product marketing.	CO 2	2
(c)	Explain the factors influence consumer behavior when making purchasing decisions?	CO 2	2
(d)	Discuss How do businesses go about identifying new product opportunities, and explain the factors should they consider when deciding whether to pursue a new product idea?	CO 2	2
(e)	Discuss How can businesses use customer feedback and market research to improve their products and stay ahead of the competition?	CO 2	2

Q. No 3	Attempt Any Four Parts. Each Question Carries 5 Marks.	CO	BL
(a)	Analyze the different pricing strategies that businesses can use.	CO 3	4
(b)	Determine the profile of advertising in India and its impact on the Indian economy.	CO 3	4
(c)	Examine the factors that businesses need to consider when choosing their channels of distribution.	CO 3	4
(d)	Explain the role do promotions and discounts play in pricing strategies, and how can businesses effectively use them to drive sales?	CO 3	4
(e)	Explain some of the most effective types of advertising, and how do they differ in terms of reach, cost, and effectiveness?	CO 3	4

Q. No 4	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Interpret the key elements of an effective physical distribution strategy. Also discuss the importance of inventory management in physical distribution.	CO 4	2
(b)	Discuss How does physical distribution strategy impact a business's marketing efforts, and explain the role does it play in developing an effective marketing plan?	CO 4	2
(c)	Discuss the common organizational problems that businesses face in marketing and how can they be resolved.	CO 4	2

Q. No 5	Attempt Any Two Parts. Each Question Carries 10 Marks.	CO	BL
(a)	Explain rural marketing and its importance in developing countries. What are the key challenges that businesses face when engaging in rural marketing?	CO 5	2
(b)	Categorize the key challenges that businesses face when marketing services?	CO 5	2
(c)	Explain the meaning of rural marketing, and how does it differ from marketing in urban areas? Explain some of the unique challenges and opportunities associated with rural marketing?	CO 5	2

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