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Register Number:

Name of the Candidate:

B.B.A DEGREE EXAMINATION, December 2014

(TELECOM MANAGEMENT)

(SECOND YEAR)

(PART - III)

250: MARKETING MANAGEMENT

Time: Three hours

Maximum: 100 marks

SECTION - A

Answer ALL questions.

(10 × 2 = 20)

1. Write two facilitating functions of marketing.
2. What is Economic Environment?
3. What is product positioning?
4. Define product mix.
5. What is Brand Logo?
6. What is Labelling?
7. Define sales promotion.
8. Write two outdoor advertising media.
9. What is channel distribution?
10. Write two advantages of packaging.

SECTION - B

Answer any FOUR questions.

(4 × 10 = 40)

11. Explain various components of marketing mix.
12. Discuss the process of buying decision.
13. What steps of new product planning?
14. Discuss the kinds of sales promotion.
15. Explain the qualities of good salesman.
16. What are the functions of middlemen?

SECTION - C

Answer any TWO questions.

(2 × 20 = 40)

17. Explain the various elements of selling.
18. Discuss the stages of product life cycle.
19. What are the classification of advertising copy?
20. Describe the types of channels of distribution.

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