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Register Number:

Name of the Candidate:

B.B.A. DEGREE EXAMINATION December 2014
(AVIATION, TOURISM & HOSPITALITY MANAGEMENT)

(THIRD YEAR)

(PART-III)

350: MARKETING MANAGEMENT

Time: Three hours

Maximum: 100 marks

SECTION-A

Answer ALL questions

(10 × 2 = 20)

1. Personal selling
2. Product
3. Pricing
4. Promotion mix
5. Advertising
6. Marketing research
7. Consumer behaviour
8. Custom marketing
9. Marketing
10. Packaging

SECTION-B

Answer any FOUR questions

(4 × 10 = 40)

11. Explain the buying process?
12. State the importance of marketing
13. Explain the factors involved in designing channel of distribution?
14. Explain the stages of new product development.
15. Differentiate advertising from publicity.

16. What is an advertising agency? Explain the various types of advertising agency available?

SECTION-C

Answer any TWO questions

(2 × 20 = 40)

17. Describe the various sales promotion techniques used for consumers dealers and sales force.
18. Discuss the functions of marketing?
19. List and explain the process involved in conducting market research.
20. With neat sketch explain the various phases of a product life cycle?
