

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.B.A - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER -IV

20UBACT4010 - Marketing Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Explain the different types of buying motives with examples.
2. Define pricing objectives and their importance in marketing.
3. Explain the advantages of sales promotion for businesses and consumers.
4. Describe the functions of marketing channel.
5. Examine the key stages in the New Product Development process.
6. Analyse the key factors that influence pricing decisions.
7. Define publicity and explain how it differs from advertising.
8. Evaluate the different types of marketing channels.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Analyse the major functions of marketing.
10. Explain the different methods of pricing policies with examples.
11. Appraise the different types of salesmen in marketing.
12. Summarize the key factors to consider when selecting the right distribution channel.
13. Examine the different stages of the Product Life Cycle with examples.
