

Indian Maritime University
(A Central University, Govt of India)
Supplementary Examinations – March/April 2025
Programme Name: BBA (ML)
Semester: III
Subject Code: UG32T1302
Subject Name: MARKETING MANAGEMENT

Date: 18.03.2025

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each – Choose the correct answer as applicable.

1. What is the primary focus of marketing?

- A) Selling products only
- B) Identifying and satisfying customer needs
- C) Increasing production
- D) Reducing advertising expenses

2. Which of the following is NOT a marketing concept?

- A) Production Concept
- B) Sales Concept
- C) Consumer Awareness Concept
- D) Societal Marketing Concept

3. In the consumer buying decision process, what is the first step?

- A) Need recognition
- B) Evaluation of alternatives

D) Managing online marketing campaigns.

9. Global marketing refers to:

- A) Expanding marketing activities to foreign markets.
- B) Selling products only within the domestic market.
- C) Avoiding any cultural adaptation in marketing strategies.
- D) Reducing product prices drastically in local markets.

10. An ethical issue in marketing is most likely to arise when:

- A) Customers are fully informed about a product's features.
- B) Advertising focuses on positive environmental impacts
- C) The company prices products fairly.
- D) A company promotes products in a misleading way.

Section B

Five Questions of 02 Marks each

- 11. Write a short note on Societal Marketing.
- 12. What is Market Segmentation?
- 13. Explain Cost-oriented Pricing Policy?
- 14. Write any four functions of sales management?
- 15. What do you understand by Customer Relationship Management?

Section C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

- 16. What is marketing environment? Briefly explain the marketing environment in India.
- 17. "The present day marketing is consumer oriented." Explain with suitable examples.
- 18. What is meant by product life cycle? Explain its stages with examples.
- 19. What are the stages involved in the new product development process? Briefly explain the various decisions to be taken at each stage of the process.