

**ANNAI VIOLET ARTS AND SCIENCE COLLEGE  
DEPARTMENT OF BUSINESS ADMINISTRATION**

**CONTINUOUS INTERNAL ASSESSMENT – I (ODD SEM.)**

**Subject: Marketing Management**

**Class : II B.B.A**

**Date :**

**Max.Marks : 50**

**Sub. Code: BB23D**

**PART A ( $5 \times 2 = 10$  Marks)**

**Answer any FIVE questions**

1. Define Buying Motives?
2. Comment on buyer behavior?
3. Explain Marketing process?
4. List three characteristics of market segment?
5. Come out with unique process of Positioning?
6. Define Targeting strategy?
7. Define the term “Product”?

**PART B – ( $2 \times 5 = 10$  Marks)**

**Answer any TWO questions**

8. What are the guiding philosophies of marketing management?
9. What are the types of marketing segmentation?
10. Characteristics of a Product?

**PART C – ( $3 \times 10 = 30$  Marks)**

**Answer ALL questions**

11. Is Marketing a Science or an Art?
12. How to plan a product position?
13. Classification of goods?

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