



QP CODE: 24044559



24044559

Reg No :

Name :

**B.VOC DEGREE REGULAR/REAPPEARANCE
EXAMINATIONS, OCTOBER 2024**

Fifth Semester

B.Voc. Sound Engineering

BSET502 - MARKETING MANAGEMENT

2021 Admission Onwards

AA264EDD

Time: 3 Hours

Max. Marks : 80

Part A

*Answer any **ten** questions.*

*Each question carries **2** marks.*

1. Define marketing.
2. Explain the term market intermediaries.
3. What do you mean by demographic segmentation?
4. Explain the term consumer diversity.
5. What do you mean by customer needs?
6. What do you mean by high involvement purchase?
7. Name the various steps in the process of brand building.
8. What do you mean by brand differentiation and positioning?
9. How does time allocation skills help a salesperson in selling process?
10. Name the methods of motivation in salesmanship.
11. Differentiate between B2B Digital Marketing and B2C Digital Marketing.
12. List out the benefits of social media marketing.

(10×2=20)

Part B

*Answer any **six** questions.*

*Each question carries **5** marks.*

13. Explain the functions of marketing management.
14. Describe the merits and demerits of PLC.





15. Write a note on consumer involvement theory.
16. Advertising is subject to a range of laws and regulations, including those related to false or misleading claims. Comment on the statement with examples.
17. Discuss on the merits and demerits of budgeting in advertising.
18. What are the objectives of personal selling?
19. Explain the need for negotiation in sales.
20. Discuss the benefits of influencer marketing.
21. Explain the term chat bots.

(6×5=30)

Part C

*Answer any **two** questions.*

*Each question carries **15** marks.*

22. Explain the various steps in consumer decision making process with examples.
23. Elucidate the nature and objectives of advertising.
24. Explain in detail the different types of salespersons.
25. Explain the role of Artificial Intelligence in marketing with examples.

(2×15=30)

