

**Third Semester FYUGP Degree Examination NOVEMBER  
2025****KU3DSCBBA200 - MARKETING MANAGEMENT**  
2024 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

**Section A****Answer any 6 questions. Each carry 2 marks.**

1. What is segmented marketing?
2. What is demographic segmentation?
3. What do you mean by Product Innovation?
4. Explain Core benefit of a product.
5. What do you mean by branding?
6. What is positioning?
7. What is online marketing
8. What is social marketing?

**Section B****Answer any 4 questions. Each carry 6 marks.**

9. Explain the objectives of marketing for a new business.
10. Differentiate between the production concept and the selling concept.
11. Discuss the characteristics of the Indian consumer market with the help of examples
12. Give examples of media used in digital marketing
13. Differentiate between traditional marketing and social marketing
14. How social marketing different from commercial marketing

**Section C****Answer any 1 questions. Each carry 14 marks.**

15. What is market segmentation ? Evaluate the different basis of segmentation for the success of business in India.
16. Explain the concept of intermediaries in Markets. Differentiate the functions of whole salers and Retailers