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BASBMCN 201

**II Semester B.A. Degree Examination, September 2022
(NEP – 2020) (2021 – 2022 Batch Onwards)
BUSINESS MANAGEMENT (DSCC)
Paper – III : Marketing and Retail Management**

Time : 2 Hours

Max. Marks : 60

- Instructions :** 1) Section – A : Answer **any five** questions in **2 – 3** sentences **each. Each** question carries **2** marks.
2) Section – B : Answer **any four** questions in **10 – 12** sentences **each. Each** question carries **5** marks.
3) Section – C : Answer **any three** questions in **20 – 25** sentences **each. Each** question carries **10** marks.

SECTION – A

(5×2=10)

1. What is market ?
2. What do you mean by marketing research ?
3. State service marketing.
4. Describe remuneration.
5. Write a note on retailing.
6. What is Brand Management ?
7. How do you define advertising ?

SECTION – B

(4×5=20)

8. Differentiate between market and marketing.
9. Briefly explain the types of marketing research.
10. Differentiate between brand name and trade mark.
11. Write a criticism on advertising.
12. State any five importance of salesman.
13. Briefly explain the objectives of marketing research.
14. Explain the elements of marketing mix.

P.T.O.



SECTION – C

(3×10=30)

15. Describe the functions of marketing research.
 16. State and explain the emerging trends in retailing.
 17. Elucidate the advantages of branding.
 18. What are the media benefits of advertising ? Explain.
 19. Trace the qualities of a good salesman.
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