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Central Tribal University of Andhra Pradesh
DEPARTMENT OF TOURISM AND HOSPITALITY MANAGEMENT
Questions Paper for MID Term Examination-I (August 2024)

Name of the Programme/Sem- MBA TTM/ Third Sem (Minor)
Name of the Subject- MARKETING MANAGEMENT
Subject Code- BTM-221

Duration: 1 Hour

Max. Marks: 20

Part-A

Answer all the questions. Each Carries one mark

1M X 5=5M

1. _____ is considered an external environment factor in a marketing system.
2. TQM in Marketing Management stands for _____.
3. Which of the following is a primary function of marketing?
 - a) Production
 - b) Promotion
 - c) Human Resources
 - d) Legal Compliance
4. Customers will prefer products that offer the best quality and features is ____
 - a) Production concept
 - b) Societal marketing concept
 - c) Selling concept
 - d) Marketing concept
5. _____ marketing concept focuses on the customer's needs and wants.

Part-B

Answer either A or B short answer questions. The question carries 5 marks

5 M x 1=5M

- 6 a) Write a short note on the "Selling Concept" of Marketing.
or
b) List five key functions of marketing.

Part-C

Answer either A or B long answer question. Question carries 10 marks

10M x 1=10M

- 7 a). What are the various challenges faced by Marketing Professionals
or
b). Explain the external and internal marketing environment with the help of a diagram.