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**First Semester B.B.A. Degree Examination, April/May 2022
(NEP 2020) (2021-22 Batch Onwards)
MARKETING MANAGEMENT (DSCC)**

Time : 2 Hours

Max. Marks : 60

SECTION – A (2 Marks each)

Answer **any five** questions.

(5×2=10)

1. Define marketing.
2. What is macro environment ?
3. Write the meaning of market segmentation.
4. What is meant by branding ?
5. Write any two examples of service marketing.
6. What is production concept ?
7. Write the meaning of telemarketing.

SECTION – B (5 marks each)

Answer **any four** questions.

(4×5=20)

8. What is modern marketing concept ?
9. Explain various micro environmental factors.
10. Write the importance of consumer behaviour.



11. What are the objectives of pricing ?
12. Write the features of services.
13. Explain the requisites of market segmentation.
14. What are the reasons for the failure of a new product ?

SECTION – C (10 marks each)

Answer **any three** of the following questions.

(3×10=30)

15. Evaluate the functions of marketing.
16. Analyse the factors influencing consumer behaviour.
17. Elucidate the different stages in new product development.
18. Identify the seven P's of service marketing.
19. Evaluate the economic factors affecting marketing environment.