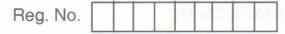
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## **BBABMCN 103**



## 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.

 $(5 \times 2 = 10)$ 

- 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.

 $(4 \times 5 = 20)$ 

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

## **BBABMCN 103**

- 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.

 $(3 \times 10 = 30)$ 

- 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.