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BBABMCN 103

**I Semester B.B.A. Degree Examination, February/March 2023
(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. What is meant by marketing ?
2. What is labelling ?
3. Write the meaning of marketing environment.
4. What is meant by consumer behaviour ?
5. What is social media marketing ?
6. What is target market ?
7. What is meant by branding ?

SECTION – B

(5 Marks each)

Answer **any four** questions.

(4×5=20)

8. Write the importance of marketing.
9. What are the demographic factors affecting marketing environment ?
10. Explain the stages in buying decision process.

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11. Explain the stages in product life cycle.
12. Explain the modern marketing concept.
13. Differentiate between goods and services.
14. What are the objectives of pricing ?

SECTION – C
(10 Marks each)

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

(3×10=30)

15. Analyse different stages in new product development.
 16. Identify the factors influencing consumer behaviour.
 17. Explain characteristics of services.
 18. Explain the bases of market segmentation.
 19. Explain the functions of marketing.
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