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BBABMCN 103

**I Semester B.B.A. Degree Examination, December 2023/January 2024
(NEP – 2020) (2021 – 22 Batch Onwards)
MARKETING MANAGEMENT**

Time : 2 Hours

Max. Marks : 60

SECTION – A (2 marks each)

Answer **any five** questions from the following.

(5×2=10)

1. Define consumer behaviour.
2. Write any two importance of marketing.
3. What is micro environment ?
4. What is branding ?
5. Which are the elements of marketing mix ?
6. What is meant by market segmentation ?
7. Write any two examples for marketing of services.

SECTION – B (5 marks each)

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

(4×5=20)

8. Explain the requisites of market segmentation.
9. What are the stages in buying process ?
10. Write a note on social media marketing with examples.
11. What are the factors influencing pricing policy ?

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- 12. Explain the major functions of marketing.
- 13. What are the differences between goods and services ?
- 14. Explain the features of services.

SECTION – C (10 marks each)

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

(3×10=30)

- 15. Explain the stages in product life cycle.
 - 16. Elucidate the macro factors affecting marketing.
 - 17. Explain the various types of channels of distribution.
 - 18. Explain the features and seven P's in service marketing.
 - 19. Explain the factors influencing consumer behaviour.
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