

46645



V SEMESTER BBA EXAMINATION – MARCH / APRIL – 2022

052

SCHEME – SEMESTER – CBCS  
MARKETING MANAGEMENT - I

Time: 03 Hours

Max Marks: 80

Instructions to Candidates: Answer all parts.

PART – A

Answer any **TWO** of the following. Each Question carries 15 Marks:  $15 \times 2 = 30$

1. Define Marketing. Explain the different concepts of Marketing Activities.
2. Define Product Life Cycle. Explain the marketing strategies at different stages of Product Life Cycle.
3. Define Market Segmentation. Explain the different basis for market segmentation.
4. What is Pricing? Explain the factors affecting pricing decisions.

PART – B

Answer any **THREE** of the following. Each Question carries 10 Marks:  $10 \times 3 = 30$

5. Discuss the various components of Marketing Mix.
6. Discuss the social responsibility of Marketing.
7. What is new product. Discuss the consumer decision process for buying new product.
8. What is Pricing Policy? Explain the strategies of Pricing Policies.
9. Explain the provisions of consumer protection Act 2008.

PART – C

Answer any **FOUR** of the following. Each Question carries 5 Marks:  $5 \times 4 = 20$

Write short notes on:

10. Digital Marketing
11. Branding.
12. Target Marketing.
13. Promotions.
14. Marketing ethics.
15. Product Planning.

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