

21460



I SEMESTER BBA EXAMINATION – MARCH/APRIL – 2022

SCHEME – SEMESTER – CBCS (NEP)

MARKETING MANAGEMENT

Time: 2 ½ Hours

Max Marks: 60

Instructions to Candidates: Answer all parts.

PART – A

Answer any FIVE of the following. Each Question carries 2 Marks: 5x2=10

1. What is Telemarketing?
2. Who is Marketing Intermediaries Competitor?
3. What is Marketing Segmentation?
4. Define Marketing Mix.
5. Write a note on Pricing.
6. Write a note on Digital Marketing.
7. Write a note on Green Marketing.

PART – B

Answer any TWO of the following. Each Question carries 10 Marks: 2x10=20

8. Explain the different basis of Market Segmentation.
9. Explain the elements of Marketing Mix.
10. What is Service Marketing? Explain the elements of Service Marketing.
11. Discuss any five Micro environmental factors affecting marketing activities.

PART – C

Answer any TWO of the following. Each Question carries 15 Marks: 2x15=30

12. Define Marketing. Explain the different concepts of Marketing.
13. Discuss the Macro environmental factors affecting Marketing Activities.
14. Describe the factors influencing consumer behavior in Marketing.
15. Define product life cycle. Explain the Marketing Strategies at different stages of Product Life Cycle.

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