



DCBB – 103

I Semester B.B.A. Examination, February/March 2023

(NEP Scheme)

BUSINESS ADMINISTRATION

Paper – 1.3 : Marketing Management

Time : 2½ Hours

Max. Marks : 60

Instructions : Answers should be written **only** in **English**.

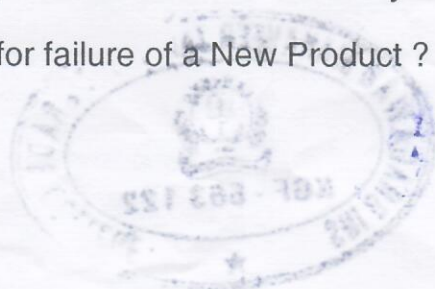
SECTION – A

1. Answer **any five** of the following questions. **Each** question carries **2** marks. **(5×2=10)**
 - a) Give the meaning of Marketing Environment.
 - b) What do you mean by Marketing Management ?
 - c) Give the meaning of services.
 - d) What do you mean by Product ?
 - e) What do you mean by Market Segmentation ?
 - f) Give the meaning of Packaging.
 - g) Give the meaning of Consumer Behaviour.



SECTION – B

- Answer **any three** of the following questions. **Each** question carries **4** marks. **(3×4=12)**
2. Briefly explain the requisites of a sound Market Segmentation.
 3. Explain the features of services.
 4. What are the advantages of Branding ?
 5. What are the basic approaches used for the study of marketing ?
 6. What are the reasons for failure of a New Product ?



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SECTION – C

Answer **any three** of the following questions. **Each** question carries **10** marks. **(3×10=30)**

- 7. Briefly explain the different methods of pricing.
- 8. Briefly explain the factors influencing Consumer Behaviour.
- 9. Explain the different components of Macro Environment.
- 10. What is CRM ? Discuss the advantages and disadvantages of CRM.
- 11. Write short notes on :
 - a) Relationship Marketing.
 - b) Concept Marketing.
 - c) Green Marketing.
 - d) Tele Marketing.

SECTION – D

Answer **any one** of the following questions. **Each** question carries **8** marks. **(1×8=8)**

- 12. Draw a figure showing the different steps involved in New Product development and explain the steps.
- 13. A consumer products manufacturing company is offering a number of consumer product like toiletries, detergent powder, food products etc.
 - a) Identify the 1 element of marketing mix referred here.
 - b) What are the different types of promotion activities that can be used to increase the sales of consumer products ?

