



NP – 155

I Semester B.B.A. Examination, May 2022
(NEP – 2021-22 and Onwards)
BUSINESS ADMINISTRATION
Paper – 1.3 : Marketing Management

Time : 2½ Hours

Max. Marks : 60

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

SECTION – A

Answer **any six** sub-questions. **Each** sub-question carries **2** marks. **(6×2=12)**

1. a) Define the term 'market'.
- b) What do you mean by 'marketing environment' ?
- c) What do you mean by marketing mix ?
- d) What do you mean by 'pricing' ?
- e) Give the meaning of 'consumer behaviour'.
- f) What is Target Marketing ?
- g) What do you understand by 'Digital Marketing' ?
- h) Give the meaning of Business Planning.

SECTION – B

Answer **any three** questions. **Each** question carries **four** marks. **(3×4=12)**

2. Explain various approaches to the study of marketing.
3. Explain the various steps involved in new product development.
4. Briefly explain the consumer buying behaviour theories.
5. Discuss the importance of marketing positioning.
6. State the objectives of marketing research.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **twelve** marks.

(3×12=36)

7. Write a short notes on :

- a) Demographic environment
- b) Political environment
- c) Legal environment
- d) Socio-cultural environment.

8. Explain product life cycle in detail.

9. Discuss the following :

- a) Factors influencing consumer behaviour.
- b) Factors influencing consumer socialization.

10. Discuss the bases for consumer segmentation in detail.

11. Discuss any four innovation in the field of marketing.