

I Semester B.B.A. Examination, March/April 2023  
(NEP) (2021 – 22 and Onwards) (F + R)  
**BUSINESS ADMINISTRATION**  
Paper – 1.3 : Marketing Management

Time : 2½ Hours

Max. Marks : 60

*Instruction : Answer 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 marketing.
- b) What is environmental scanning ?
- c) Give the meaning of product life cycle.
- d) What do you mean by personal selling ?
- e) What do you understand by reference groups ?
- f) What is market positioning ?
- g) What do you mean by online marketing ?
- h) Give the meaning of market research.

**SECTION – B**

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

2. Explain any four objectives of marketing.
3. State the various reasons for failure of new product in market.
4. Discuss the various psychological factors affecting consumer behaviour.
5. Explain briefly the various types of target marketing strategies.
6. Write a note on digital marketing.



SECTION – C

Answer any three questions. Each question carries twelve marks. (3×12=36)

7. Explain briefly the various functions of marketing.
  8. What is product cycle ? Explain the various stages of product life cycle.
  9. Discuss the various types of buying motives with reference to consumer behaviour.
  10. Explain the various bases for segmentation of consumer market.
  11. Discuss the various methods of market research.
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