

NP – 364



Semester B.B.A. Examination, February/March 2024

(NEP) (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

1. Answer any six sub-questions. Each question carries two marks. (6×2=12)
- Give the meaning of PLC.
 - What do you mean by marketing ?
 - What is marketing channel ?
 - Define digital marketing.
 - What is social media marketing ?
 - What do you mean by target market ?
 - What are the elements of promotion mix ?
 - Give the meaning of packaging.

SECTION – B

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

- Explain the objectives of marketing.
- Write a note on elements of marketing mix.
- Discuss the various psychological factors affecting consumer behaviour.
- "Marketing information is a life blood of business". Discuss.
- Explain the legal aspect of marketing with reference to Consumer Protection Act, 1986.

P.T.O.



SECTION – C

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

7. What is new product development process ? Explain briefly the steps of new product development process.
 8. What do you mean by market segmentation ? Explain various bases of market segmentation.
 9. Explain the uncontrollable factors influencing marketing environment.
 10. What is marketing research ? Explain the various tools and techniques involved in marketing research.
 11. Explain the different methods of pricing by the firm.
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