



QP – 353

III Semester B.B.A. Examination, March/April 2022

(Fresh) (CBCS) (2021 – 2022 and Onwards)

BUSINESS ADMINISTRATION

3.4 : Modern Marketing

Time : 3 Hours

Max. Marks : 70

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

SECTION – A

1. Answer **any five** sub-questions. **Each** question carries **2** marks. **(5×2=10)**
- Define market.
 - Name any two basic approaches of marketing.
 - What is economic environment ?
 - What is test marketing ?
 - Give the meaning of publicity.
 - What is the meaning of market segmentation ?
 - What is technological environment ?

SECTION – B

Answer **any three** questions. **Each** question carries **5** marks. **(3×5=15)**

- Explain the reasons for growth of service sector in India.
- Explain the factors of micro environment.
- Discuss the importance of packing and packaging.
- Differentiate between advertisement and personal selling.
- How does technological environment influence marketing ?

P.T.O.



SECTION – C

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

7. Explain the approaches to the study of marketing.
8. What is new product development ? Explain the stages of new product development.
9. Explain the methods of pricing.
10. Discuss the sales promotion and public relation.
11. What is CRM ? Explain the merits and de-merits of CRM.

SECTION – D

12. Draft a chart on recent marketing trends. **(9×1=9)**

OR

Prepare a chart on modern marketing methods for different products.