

III Semester B.B.A. Examination, March 2023  
(CBCS) (2021-22 and Onwards) (Repeaters)  
**BUSINESS ADMINISTRATION**  
**Paper – 3.4 : Modern Marketing**

Time : 3 Hours

Max. Marks : 70

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

**SECTION – A**

1. Answer any five sub-questions. Each question carries 2 marks : **(5×2=10)**
- Give the meaning of marketing.
  - Who is consumer ?
  - What is personal selling ?
  - Give the meaning of market segmentations.
  - What is Tele-marketing ?
  - What is pricing ?
  - Write the meaning of CRM.

**SECTION – B**

- Answer any three questions. Each question carries 5 marks : **(3×5=15)**
- Explain the objectives of marketing.
  - Write the methods of pricing.
  - Explain the marketing channels.
  - Discuss the macro environmental factors affecting the marketing.
  - State the advantages and disadvantages of E-commerce.



SECTION – C

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

7. Explain the recent trends in marketing.
8. Discuss the product life cycle.
9. Explain the factors influencing the consumer behaviour.
10. Distinguish between goods and services.
11. Explain the micro and macro marketing environmental factors.

SECTION – D

Answer **any one** question which carries **nine** marks : **(1×9=9)**

12. Draft a chart for advertising the new product.

OR

Prepare market segmentation chart.

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