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I Semester B.B.A. Degree Examination January/February - 2025**BUSINESS ADMINISTRATION****Marketing Management****(NEP Scheme Repeaters)****Time : 2½ Hours****Maximum Marks :60****Instruction to Candidates:*****Answers should be written in English Only.*****SECTION-A****Answer any Five of the following questions. Each question carries 2 marks.****(5×2=10)**

1. a) Define Marketing.
- b) Define E-Tailing.
- c) What do you mean by personal selling?
- d) What do you mean by market segmentation.
- e) What is SWOT analysis.
- f) Define Relationship Marketing.
- g) What do you mean by Demographic Environment?

SECTION-B**Answer any Four of the following questions. Each question carries 5 marks.****(4×5=20)**

2. What are the stages of the buying decision process.
3. List out the differences between goods and services.

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4. Briefly explain the classification of services.
5. Explain the types of marketing channels briefly.
6. Explain the significance of promotion.

SECTION-C

Answer any Two of the following questions. Each question carries 12 marks.

(2×12=24)

7. Explain the various approaches to marketing.
8. What is marketing environment? Briefly explain the external factors affecting the marketing decisions of a concern.
9. What do you mean by consumer behaviour? Describe the factors influencing consumer behaviour.

SECTION-D

Answer any ONE of the following question. Each question carries 6 marks.

(1×6=6)

10. Prepare a chart for the channels of distribution for the following products.
 - a) Fast moving consumer goods
 - b) Automobiles
11. Design a logo and a tagline for any product of your choice.