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I Semester B.B.A. Degree Examination, April - 2023

BUSINESS ADMINISTRATION

Marketing Management

(NEP Scheme)

Time : 2½ Hours

Maximum Marks : 60

Instructions to Candidates:

Answer 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. What is Green Marketing?
- b. What is marketing environment?
- c. Mention the elements of marketing mix.
- d. What is branding?
- e. What do you mean by personal selling?
- f. Mention 2 sources of New product Ideas.
- g. List out 2 features of service.



SECTION - B

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

2. Explain the functions of marketing.
3. Explain the stages of buying decision process.
4. Write a note on significance of promotion.
5. Briefly explain types of marketing channels.
6. Write a note on classification of services.

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SECTION - C

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

(2×12=24)

7. Explain approaches to the study of marketing.
8. Explain Macro environment factors affecting the marketing decisions of a concern.
9. What is product life cycle? Explain the various stages of product life cycle.

SECTION - D

Answer any **One** of the following questions. Each question carries **6** marks.

(1×6=6)

10. Design a logo and tagline for a product of your choice.
 11. Develop an advertisement copy for a product.
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