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DCBB103

Reg. No.

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I Semester B.B.A. Degree Examination, February/March - 2024

BUSINESS ADMINISTRATION

Marketing Management

(NEP Scheme F+R 2021-22 Onwards)

Paper : 1.3

Time : 2½ Hours

Maximum Marks : 60

Instructions 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. What is demographic environment?
- c. What do you mean by market segmentation?
- d. Give the meaning of marketing mix.
- e. What is service marketing?
- f. What is channel of distribution?
- g. Give the meaning of Service Blue Print.

SECTION - B

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

2. Briefly explain the characteristics of green marketing.
3. What are the steps in environmental scanning?
4. Explain the bases of market segmentation.
5. What are the steps in New Product Development?
6. Briefly explain the features of services.

[P.T.O.]

**SECTION - C**

Answer any **TWO** of the following questions. Each question carries 12 marks. (2×12=24)

7. Briefly explain the functions of marketing.
8. What is consumer behaviour? Explain the factors influencing consumer behaviour.
9. Briefly explain the components of marketing mix of services.

SECTION - D

Answer any **ONE** of the following questions. Each question carries 6 marks. (1×6=6)

10. Which channel of distribution do you select for your product give reasons.
 11. Write a marketing mix for your product.
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