



DCBB – 103

I Semester B.B.A. Degree Examination, May/June 2022

(NEP Scheme)

BUSINESS ADMINISTRATION

Marketing Management

Time : 2½ Hours

Max. Marks : 60

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

SECTION – A

1. Answer **any five** of the following questions. **Each** question carries **2** marks. **(5×2=10)**
- Give the meaning of label.
  - What is mobile marketing ?
  - What is macro environment ?
  - What do you mean by skimming pricing ?
  - Who are opinion leaders ?
  - What is meant by demographic environment ?
  - State any two features of services.

SECTION – B

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

- Briefly explain the psychological factors which determine consumer behaviour.
- Briefly explain 5ps of services marketing.
- Briefly explain the bases of market segmentation.
- Explain the requisites of a good brand.
- Write any four differences between Marketing and Selling.

SECTION – C

Answer **any three** of the following questions. **Each** question carries **8** marks. **(3×8=24)**

- Explain various macro environment forces which influences marketing function.



P.T.O.