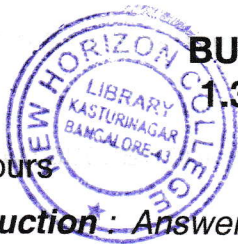




DCBB – 103

**I Semester B.B.A. Examination, December 2024/January 2025
(NEP) (Repeaters)**



**BUSINESS ADMINISTRATION
1.3 : Marketing Management**

Time : 2½ Hours

Max. Marks : 60

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

SECTION – A

1. Answer **any five** of the following questions. **Each** question carries **two** marks.

(5×2=10)

- What do you mean by personal selling ?
- Define product.
- What is service marketing ?
- What is demographic environment ?
- List four P's of marketing mix.
- What is product planning ?
- What is consumerism ?

SECTION – B

- Answer **any three** of the following questions. **Each** of the question carries **four** marks.

(3×4=12)

- Briefly explain the types of marketing channels.
- Discuss briefly the factors influencing the consumer behaviour.
- Explain the features of services.
- What are the advantages of branding ?
- State any five differences between micro and macro environment.

P.T.O.



SECTION – C

Answer **any three** of the following questions. **Each** question carries **10** marks. (3×10=30)

7. What do you mean by market segmentation ? What are the various basis of market segmentation ?
8. Explain the components of marketing mix of services.
9. What is the impact of socio-cultural factors on marketing decision ?
10. What is digital marketing ? Explain its advantages and disadvantages.
11. Explain in brief 7P's of service marketing.

SECTION – D

Answer **any one** of the following questions. **Each** question carries **8** marks. (1×8=8)

12. a) Write a marketing mix for your product.

OR

- b) Develop an advertisement copy for a product.
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