DCBB-103

I Semester B.B.A. Degree Examination, December/January - 2025/26
(NEP 2020 Scheme Repeaters)
BUSINESS ADMINISTRATION
Marketing Management
Paper - 1.3

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Time : 2½ Hours **Maximum Marks : 60**

***Instructions*:**

Answers should be written completely in English.

SECTION - A

Answer any Five of the following questions. Each question carries 2 marks. (5×2=10)

1. a) What is Tele-marketing?

b) Define e-tailing.

c) What is Macro environment?

d) What is consumerism?

e) What is price?

f) What is branding?

g) State any two features of services.

SECTION - B

Answer any Three of the following questions. Each question carries 4 marks. (3×4=12)

2. Write any four differences between Marketing and Selling.

3. Briefly explain the different channels of distribution.

4. Explain the various stages involved in new product development.

5. Discuss briefly the factors influencing consumer behaviour.

6. List out any four features of services.

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SECTION - C

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

7. Explain the various stages of product life cycle (PLC).

8. Briefly explain the micro and macro environmental factors affecting marketing.

9. Explain the different approaches to study Marketing.

10. Briefly explain the different methods of pricing.

11. Explain 7 P's of service Marketing.

SECTION - D

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

12. a) Explain the recent trends in Marketing.

(OR)

b) XYZ electronics launched a new smartphone with advanced features to promote it, they undertook a social media campaign offering a limited time discount. Sales increased significantly during the campaign period.

Answer the following questions.

i) What promotional strategy did XYZ electronics use?.
ii) How did the campaign impact sales?
iii) Suggest alternative promotional strategies.
