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SDCBB202

II Semester B.B.A. Degree Examination, June / July - 2026

(SEP Scheme)

BUSINESS ADMINISTRATION

Marketing Management

Paper : BBA-2.4

NEW HORIZON COLLEGE LIBRARY KASTURINAGAR BANGALORE-43

Time : 3 Hours **Maximum Marks : 80**

***Instructions*:**

Answers should be written in English only.

SECTION - A

I. Answer any Five out of seven sub-questions. **(5×2=10)**

1. a) What is Personal Selling?

   b) What is meant by branding?

   c) Give the meaning of influencer marketing.

   d) What is CHATBOTS?

   e) What do you mean by marketing environment?

   f) What is 'Market Positioning'?

   g) What do you mean by product life cycle?

SECTION - B

II. Answer any Three out of Five questions. **(3×6=18)**

2. What is Marketing Mix? Discuss elements of marketing mix.

3. Distinguish between price skimming and price penetration.

4. List out the reason associated with the failure of New Product.

5. Explain the factors influencing consumer behaviour.

6. Define CRM. What are its advantages?

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SECTION - C

III. Answer any Three out of Five questions. **(3×14=42)**

7. Discuss the technological, political and socio-cultural environmental factors influencing marketing.

8. Explain the factors affecting channel selection for physical distribution.

9. Define marketing environment. Explain the major components of macro-environment.

10. What is market segmentation? Explain the bases of market segmentation.

11. Explain the role of marketing in an economy.

SECTION - D

IV. Answer any One out of two questions. **(1×10=10)**

12. a) "You can eliminate middlemen but cannot eliminate the functions of middlemen". Explain.

(OR)

b) "Advertisement leads to falsehood in business". Discuss.
