



DCBB – 103



**I Semester B.B.A. Degree Examination, February/March 2024  
(NEP Scheme – Freshers and Repeaters)**

**BUSINESS ADMINISTRATION**

**Paper – 1.3 : 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)
- a) What do you mean by the term market ?
  - b) State the meaning of Social Media Marketing.
  - c) How do you define consumer behaviour ?
  - d) Describe the concept of brand.
  - e) Define the term service.
  - f) Give the meaning of packaging.
  - g) What do you mean by market penetration pricing ?

**SECTION – B**

- Answer **any three** of the following questions. **Each** question carries 4 marks. (3×4=12)
- 2. Describe the goals of marketing.
  - 3. State any 4 reasons for New Product failure.
  - 4. What is the significance of digital marketing ?
  - 5. Write any 4 significances of promotion.
  - 6. Elaborate any 2 types of marketing channels.

**SECTION – C**

- Answer **any three** of the following questions. **Each** question carries 10 marks. (3×10=30)
- 7. Explain the various functions of marketing.
  - 8. What are the stages involved in New Product development process ?

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9. Write short notes on :
  - a) Demographic environment
  - b) Natural environment.
10. Explain the buying decision process.
11. What is service marketing mix ? Describe the elements of Service Marketing Mix.

#### SECTION – D

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

12. Explain the recent trends in marketing.
13. When it comes to global fast-food chains, McDonald's is the most recognisable brand in the world. By tailoring its products, services and marketing messages to meet the unique preferences and needs of consumers in different regions. In India, McDonald's offers a range of vegetarian options, such as the McAloo Tikki burger, to cater to the country's large vegetarian population. In the Middle East, McDonald's offers halal-certified food to cater to the religious dietary restrictions of the region. It also tailors their advertising messages to local preferences and cultural differences.

In the UK, McDonald's has a "Great Tastes of the World" campaign that offers limited-time menu items inspired by different countries around the world. The campaign includes advertisements that highlight the unique flavours and ingredients of each menu item and is designed to appeal to UK consumers' love of international cuisine.

In contrast, in India, McDonald's has a "McAloo Tikki" campaign that promotes their vegetarian options. The campaign includes advertisements that emphasise the Indian-ness of the McAloo Tikki burger and is designed to appeal to India's large vegetarian population.

Answer the following questions :

- 1) With reference to above identify the Base of Market segmentation adopted by McDonald's.
- 2) What benefits a business can gain from segmenting the market ?
- 3) What damage can be done to business if market segments are incorrectly identified and ineffectively implemented ?