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Reg. No.

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II Semester B.B.A. Degree Examination, August/September - 2023

BUSINESS ADMINISTRATION

Marketing Management

(CBCS Scheme Repeaters 2019-2020)

Time : 3 Hours

Maximum Marks : 70

Instructions to Candidates:

Answer should be written in **English** only.

SECTION - A

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

1. a) Give the meaning of marketing mix.
- b) What is promotion?
- c) Give the meaning of virtual marketing.
- d) What is tele marketing?
- e) Mention the different P's in Service Management.
- f) Give the meaning of Green marketing.
- g) What is product mix?

SECTION - B

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

2. What are the advantages of branding?
3. List out the reasons associated with the failure of new products.
4. Enumerate the differences between goods and services.
5. Analyse the benefits of Advertising.

[P.T.O.]





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SECTION - C

Answer any **Three** of the following questions. Each question carries **15** marks.

(3×15=45)

6. Explain in detail various functions of marketing.
 7. Define pricing. Discuss the various methods of pricing.
 8. Explain the different market segmentation strategies.
 9. Explain the uncontrollable environmental factors of marketing.
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