



11/2/25
10:20
12:30

962026

DCBB103

Reg. No.

--	--	--	--	--	--	--	--

I Semester B.B.A. Degree Examination January/February - 2025

BUSINESS ADMINISTRATION

Marketing Management

(NEP Scheme Repeaters)

Time : 2½ Hours

Maximum Marks :60

Instruction to Candidates:

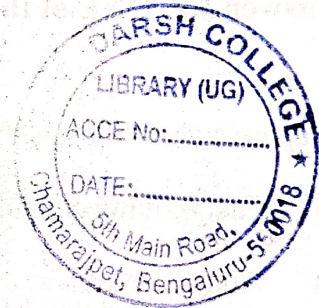
Answers should be written in English Only.

SECTION-A

Answer any Five of the following questions. Each question carries 2 marks.

(5×2=10)

1. a) Define Marketing.
- b) Define E-Tailing.
- c) What do you mean by personal selling?
- d) What do you mean by market segmentation.
- e) What is SWOT analysis.
- f) Define Relationship Marketing.
- g) What do you mean by Demographic Environment?



SECTION-B

Answer any Four of the following questions. Each question carries 5 marks.

(4×5=20)

2. What are the stages of the buying decision process.
3. List out the differences between goods and services.

[P.T.O.]



(2)

DCBB103

4. Briefly explain the classification of services.
5. Explain the types of marketing channels briefly.
6. Explain the significance of promotion.

SECTION-C

Answer any Two of the following questions. Each question carries 12 marks.

(2×12=24)

7. Explain the various approaches to marketing.
8. What is marketing environment? Briefly explain the external factors affecting the marketing decisions of a concern.
9. What do you mean by consumer behaviour? Describe the factors influencing consumer behaviour.

SECTION-D

Answer any ONE of the following question. Each question carries 6 marks.

(1×6=6)

10. Prepare a chart for the channels of distribution for the following products.
 - a) Fast moving consumer goods
 - b) Automobiles
11. Design a logo and a tagline for any product of your choice.