



NP – 364

I Semester B.B.A. Examination, February/March 2024

(NEP) (F + R)

**BUSINESS ADMINISTRATION**

**Paper – 1.3 : Marketing Management**

Time : 2½ Hours

Max. Marks : 60

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

**SECTION – A**

1. Answer **any six** sub-questions. **Each** question carries **two** marks. **(6×2=12)**

- a) Give the meaning of PLC.
- b) What do you mean by marketing ?
- c) What is marketing channel ?
- d) Define digital marketing.
- e) What is social media marketing ?
- f) What do you mean by target market ?
- g) What are the elements of promotion mix ?
- h) Give the meaning of packaging.

**SECTION – B**

Answer **any three** questions. **Each** question carries **four** marks. **(3×4=12)**

2. Explain the objectives of marketing.
3. Write a note on elements of marketing mix.
4. Discuss the various psychological factors affecting consumer behaviour.
5. "Marketing information is a life blood of business". Discuss.
6. Explain the legal aspect of marketing with reference to Consumer Protection Act, 1986.

P.T.O.



## SECTION – C

Answer **any three** questions. **Each** question carries **twelve** marks. **(3×12=36)**

7. What is new product development process ? Explain briefly the steps of new product development process.
  8. What do you mean by market segmentation ? Explain various bases of market segmentation.
  9. Explain the uncontrollable factors influencing marketing environment.
  10. What is marketing research ? Explain the various tools and techniques involved in marketing research.
  11. Explain the different methods of pricing by the firm.
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