



KAKINADA SRI ADITYA DEGREE COLLEGE

(AFFILIATED TO DR.B.R.AMBEDKAR UNIVERSITY)

BBA IV- SEMESTER,-MID-1 EXAMINATIONS FEB -2025

DATE: 10.02.2025

Time: 3 Hrs

SUBJECT: MARKETING MANAGEMENT

Max Marks:50M

I. Answer all of the following:

3 X 10 M= 30M

1. (A) Write about the Functions and importance of Marketing.

(OR)

(B) Define Marketing Environment. Explore Micro and Macro Environments.

2. (A) Define Market Segmentation. Write the features and benefits of Market Segmentation.

(OR)

(B) Describe the various stages of Product Positioning.

3.(A) Explain in detail about the Product Classification.

(OR)

(B) Write about the Product Life Cycle Stages.

II. Answer FOUR of the following:

4 X 5 M= 20M

4. Objectives of Marketing.

5. Selling Concept Vs Marketing Concept.

6. Elements of Marketing Mix.

7. Target Marketing.

8. Importance of Product Positioning.

9. Explain the stages in New Product Development.