

ADITYA DEGREE COLLEGES *ANDHRA PRADESH*

IV SEMESTER - I MID EXAMINATIONS
II -BBA major - MARKETING MANAGEMENT

Time: 2 Hours
Max. Marks: 60

SECTION-A

I. Answer any FIVE Questions.

5X4 = 20 M

- 1. Define Marketing Management? Explain its objectives?
- 2. Explain the features of Marketing?
- 3. Explain about Marketing mix extended 7p's?
- 4. Define Marketing segmentation? Explain its advantages and disadvantages?
- 5. Explain the types of positioning strategies?
- 6. Define Target Market? Explain the significance of market Targeting?
- 7. Define Product? What are the characteristics of a product?
- 8. Define STP?

SECTION - B

II. Answer ALL Questions.

4X10=40 M

9. (a) Explain the concepts of marketing?

(Or)

- (b) Explain briefly about external environmental factors of marketing?
- 10. (a) What is marketing ethics? Explain the social responsibility of marketing?

(Or)

- (b) Explain briefly marketing process?
- 11. (a) Explain the methods/base of market segmentation?

(Or)

- (b) Define product positioning? What are the strategies for product positioning?
- 12. (a) Explain briefly about product life cycle?

(Or)

(b) Define branding of product? Explain its merits and demerits