

BHARTIYA VIDYA MANDIR (BVM) COLLEGE OF MGMT. EDUCATION

QUESTION BANK

BBA- IV SEM

BBA 402-MARKETING MANAGEMENT

Note All questions carry 2.5 marks.

- Q.1 What do you mean by segmentation?
 - Q.2 Distinguish between segmentation and targeting?
 - Q.3 Name of the 7 p's in service marketing.
 - Q.4 Write a short note on marketing environment .
 - Q.5 Give the introduction of consumer behavior.
 - Q.6 Write a note on marketing information system.
 - Q.7 What is the process for market segmentation?
 - Q.8 What do you understand by product life cycle?
 - Q.9 What is branding?
 - Q.10 Critically examine why new product development is fail.
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Prashant Sharma