



I Semester B.B.A. Examination, January/February 2025
(NEP) (Repeaters)

BUSINESS ADMINISTRATION
Paper – 1.3 : Marketing Management

Time : 2½ Hours

Max. Marks : 60

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

SECTION – A

1. Answer **any six** sub-questions. **Each** sub-question carries **two** marks. **(6×2=12)**
- a) What do you mean by target market ?
 - b) Define e-business.
 - c) Give the meaning of brand.
 - d) What do you mean by transit advertising ?
 - e) What do you mean by mark-up pricing ?
 - f) What are the elements of price mix ?
 - g) What is ego and super ego ?
 - h) Give the meaning of m-business.

SECTION – B

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

- 2. Explain the scope of marketing.
- 3. Explain the features of e-business.
- 4. Explain the components of micro environment in marketing.
- 5. Explain the importance of consumer behaviour.
- 6. What are the benefits of studying consumer behaviour ?

P.T.O.



SECTION – C

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

7. What is tele marketing ? Explain the advantages and disadvantages of tele marketing.
 8. Explain the different strategies of relationship marketing.
 9. What do you mean by market segmentation ? Explain the various bases of market segmentation.
 10. Explain the different types of CRM and advantages of CRM.
 11. Discuss the process of consumer decision making with examples.
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