



**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**. ( $6 \times 2 = 12$ )
- 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**.

( $3 \times 4 = 12$ )

- 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.