



DCBB103

Reg. No.

--	--	--	--	--	--	--	--

I Semester B.B.A. Degree Examination, May/June- 2022

**BUSINESS ADMINISTRATION**

**Marketing Management**

**(NEP Scheme)**

LIBRARY  
VIJAYA COLLEGE  
Jayanagar IV Block  
Bangalore-560 011

Time : 2½ Hours

Maximum Marks : 60

*Instructions to Candidates:* Answer Should be written in English only

**SECTION - A**

1. Answer any Five of the following questions. Each question carries two Marks.  
(5×2=10)

- Define Digital Marketing?
- What are the Elements of Promotion mix?
- What is consumer marketing?
- Define E-Tailing?
- What is Branding?
- What is SWOT Analysis?
- Define Relationship Marketing?

**SECTION - B**

Answer any Four of the following questions. Each question carries Five marks.  
(4×5=20)

- Enumerate the differences between Goods & Services.
- Explain the various stages of product life cycle (PLC)
- Briefly Explain any three approaches to Marketing.
- Write a note on marketing mix.
- Discuss briefly the function influencing consumer Behaviour.

[P.T.O.]



(2)

DCBB103

**SECTION - C**

Answer any Two of the following questions. Each question carries Twelve marks.

(2×12=24)

7. What do you mean by market segmentation? What are the various bases of market segmentation?
8. Define Pricing Discuss the various methods of Pricing.
9. What is marketing Environment? Briefly Explain the external factors affecting the marketing decisions of a concern.

**SECTION - D**

Answer any One of the following question. Which carries Six marks.

(1×6=6)

10. Design an attractive logo & tagline of a product of your choice?
11. Prepare a chart of distribution channels for the following products.
  - i) Fast moving consumer Goods (FMCG)
  - ii) Automobiles.
  - iii) Branded Gold Jewellery.