

**B.B.A.**  
**I Semester End Examination, March-April-2022**  
**Marketing Management**

**Course Code: BBA1DSC03**  
**Duration: 2 Hours**

**QP Code:1026**  
**Max Marks: 60**

**Instruction: Answer should be completely written in English only**

**SECTION-A**

**1. Answer any Five of the following questions. Each question carries Two Marks. 5x2=10**

- a. What is meant by M-Business?
- b. What is macro environment?
- c. What is demographic segmentation?
- d. What is marketing mix?
- e. What is product planning?
- f. What is transit advertising?
- g. Expand ITES.

**SECTION-B**

**Answer any Four of the following questions. Each question carries five marks. 4x5=20**

2. Briefly explain the elements of micro environment.
3. State the differences between selling and marketing.
4. Briefly explain the functions of branding.
5. Explain the benefits of market segmentation.
6. Distinguish between goods and services.

**SECTION-C**

**Answer any Two of the following questions. Each question carries 12 marks. 2x12=24**

7. Discuss the various functions of marketing.
8. Explain the various components of macro-marketing environment.
9. What is marketing channel? Explain the factors affecting marketing channel.

**SECTION-D**

**Answer any One of the following questions, carries six marks. 1x6=06**

10. Develop an advertisement copy for a product.
11. Prepare a chart for distribution network for different products.

**BMSCW LIBRARY  
QUESTION PAPER**

\*\*\*

BMSCW LIBRARY