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**B.M.S COLLEGE FOR WOMEN, AUTONOMOUS**  
**BENGALURU – 560004**  
**SEMESTER END EXAMINATION – JANUARY/FEBRUARY 2023**

**B.B.A - I Semester**

**MARKETING MANAGEMENT**  
**(NEP Scheme 2021-22 onwards F+R)**

**Course Code: BBA1DSC03**

**Duration: 2 ½ Hours**

**QP Code:1026**

**Max Marks: 60**

**SECTION-A**

**1. Answer any FIVE of the following questions. Each question carries TWO marks. (5x2=10)**

- a. Define Marketing.
- b. What are the elements of Marketing Mix?
- c. What is Telemarketing?
- d. What do you mean by Relationship Marketing?
- e. State any four benefits of Branding.
- f. What is Macro Environment?
- g. What is Penetration Pricing?

**SECTION- B**

**Answer any FOUR of the following questions. Each question carries FIVE marks. (4x5=20)**

2. Bring out the differences between Goods and Services.
3. Explain the various stages of Product Life Cycle.
4. Explain the Buying Decision Process.
5. Briefly explain the Objectives of Pricing.
6. Explain the requisites for a Sound Market Segmentation.

**SECTION- C**

**Answer any TWO of the following questions. Each question carries TWELVE marks. (12x2=24)**

7. Explain the factors Influencing Consumer Behavior.
8. What is a Product? Explain the Steps in New Product Development.
9. Explain the different Methods of Pricing by a Firm.

**SECTION-D**

**Answer any ONE of the following questions, carries SIX marks.**

**(6x1=6)**

10. Design a logo and tagline for a product of your choice.
11. Prepare a distribution network for Automobile Industry.

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