

**BMS College for Women, Autonomous**  
**Department Of Business Administration**  
**I Semester BBA**  
**Marketing Management**  
**Model Question Paper**

**Duration- 2 Hours**

**Total Marks-60 Marks**

**Section A**  
**(Conceptual Questions)**

1. Answer any Five of the following questions. Each question carries Two Marks. (5 x 2= 10)
- a. Define marketing.
  - b. What do you mean by marketing environment?
  - c. What do you mean by marketing mix?
  - d. Define market segmentation
  - e. What is telemarketing?
  - f. Give the meaning of B2C model.
  - g. What do you mean by product line?

**SECTION- B**  
**(Application Questions)**

Answer any Four of the following question. Each question carries Five Marks. (4 x5= 20)

2. Briefly explain objectives of Marketing.
3. State any six differences between micro and macro environment.
4. What are the advantages of Branding?
5. Explain briefly the requisites of sound market segmentation.
6. List out the reasons associated with failure of new products.

**SECTION- C**  
**(Analyses and Understanding Questions)**

Answer Any Two of the following question. Each question carries Twelve Marks. (2 x12= 24)

7. Explain in detail various functions of marketing.
8. Explain the factors influencing consumer behaviour.
9. Discuss the external environmental factors influencing marketing.

**SECTION- D**  
**(Skill Development Questions)**

Answer Any One of the following question, carries Six Marks. (1 x6= 06)

10. Design a logo and tagline for a product of your choice
11. Develop an advertisement copy for a product.