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**II Semester B.B.A. Degree Examination, September - 2021****BUSINESS ADMINISTRATION****Marketing Management****(CBCS Scheme 2019-20 Onwards)****Paper :2.6****Time : 3 Hours****Maximum Marks : 70****Instructions to Candidates:**

1. Answers should be written in **English** only.

**SECTION - A**Answer any **FIVE** of the following question. Each question carries **2** Marks. **(5×2=10)**

1. a) What is Marketing?  
b) What is a Service?  
c) Give the meaning of Market Segmentation.  
d) What is Price?  
e) What is a Brand?  
f) What is Green Marketing?  
g) What is Consumer Behaviour?

**SECTION - B**Answer any **THREE** of the following question. Each question carries **5** Marks. **(3×5=15)**

2. What are the essentials of a good qualities of a Salesman?
3. Write short notes on selling concept and Marketing concept.
4. Explain the different types of Services.
5. What are the requisities of a Sound Marketing Segmentation.

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**SECTION - C**

Answer any **THREE** of the following question. Each carries 15 Marks. (3×15=45)

6. Explain the functions of Marketing.
7. Explain the stages in Product Development.
8. What are the factors influencing buyer behaviour?
9. Explain the features of Services.

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