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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

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

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- 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.