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Reg. No.

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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.

[P.T.O.]



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.