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**B.M.S COLLEGE FOR WOMEN**  
**BENGALURU – 560004**

**I SEMESTER END EXAMINATION – JAN/FEB-2024**

**B.B.A.: 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. What is marketing?
  - b. What is concept marketing?
  - c. Give the meaning of demographic environment.
  - d. What is marketing mix?
  - e. Define product.
  - f. What is market segmentation?
  - g. What is services marketing?

**SECTION- B**

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

- 2. Explain the facilitating functions of marketing.
- 3. Explain the various components of a micro-marketing environment.
- 4. Explain the requisites of sound market segmentation.
- 5. Briefly explain pricing methods.
- 6. Distinguish between goods and services.

**SECTION- C**

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

7. What is marketing management? Explain the scope of marketing management.
8. What is new product development? Explain the process of new product development.
9. Briefly explain political factors, economic factors and legal factors affecting the marketing decisions of a concern.

**SECTION-D**

**Answer any One of the following questions, carries Six Marks. (1x6=06)**

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

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