

Roll No

Department of Management
BBA I Semester Examination (2025)
Marketing Management - 1
Paper Code: BBA-DC-02

Time: 2.5 Hrs

MM: 60

Section A - Short Answer

(6 x 4 = 24)

Attempt any Six Questions. All questions carry equal marks

1. There are several different entities you can market. Discuss with relevant examples
2. As a marketer how you would you differentiate products and services?
3. What different types of goods are with examples?
4. What is the relevance of Product Life Cycle in Marketing?
5. How would you differentiate Brand Name and Trademarks?
6. Discounts are Rebates are different, being an e-marketer what would you prefer and why?
7. Bring out the importance of Marketing Environment.
8. Elaborate the importance of pricing in Marketing Mix.
9. How is Consumer Behavior important for the marketers? Discuss

Section B - Long Answer

(3 x 12 = 36)

Attempt any three questions, All questions carry equal marks

1. What are the various factors influencing consumer behaviour? Discuss with relevant examples
2. Bring out the relevance of New Product Development (NPD). Discuss the stages of NPD.
3. Packaging is considered as the 5th P of Marketing. Justify the statement and discuss the various packaging tactics adopted by marketers.
4. Is Market segmentation important? Why? What are the different basis of market segmentation?
5. What is the relevance of marketing mix? With relevant examples, highlight the importance of marketing mix for services.
6. Being a marketer what different promotional strategies you would use to increase the revenue?