

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.B.A - END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER - II

24UBACT2004 - Marketing Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions ($6 \times 5 = 30$ Marks)

1. Illustrate the significance of Marketing.
2. Interpret the types of Marketing Environment.
3. Explain the concept of Target Marketing and Market Positioning. Relate these concepts with marketing of FMCG products.
4. Prepare the process of consumer buying decision. What influences the consumer buying decision?
5. Write short notes on: i) Product Line ii) Product Mix.
6. Apply the concept of Product Life Cycle and its various stages with example.
7. Explain the determinants of pricing decisions.
8. Ascertain the significance of Ethical and Social Responsibility in Digital Marketing.

Section C

Answer any **THREE** questions ($3 \times 10 = 30$ Marks)

9. Describe the various types of Modern Marketing. Explain with examples.
10. Define Market Segmentation. Compute the various levels of segmentation.
11. Discuss the different steps of new product development.
12. Classify the different types of marketing intermediaries.
13. Critically examine the marketing strategies of a service industry. With reference to a health service firm.
