

Roll.No.

24UBACT2004

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 - NOVEMBER 2025
SEMESTER - II

24UBACT2004 - Marketing Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

Answer any **SIX** questions (6 × 5 = 30 Marks)

1. Define marketing and explain its nature.
2. State the concept of product life cycle and how would be the marketing strategies for it.
3. Describe the factors determining promotion mix.
4. Explain the functions of retailers.
5. What are the importance of packaging and labeling?
6. Explain the basis for market segmentation.
7. Explain the importance of advertising for product promotions.
8. Explain the concept of marketing of services.

Section C

Answer any **THREE** questions (3 × 10 = 30 Marks)

9. Explain in detail B2B marketing type.
10. Explain the process of new product development.
11. Describe the process of buying decision.
12. Elaborate the functions of channels of distribution.
13. Describe the marketing strategy for services marketing.
