

Roll.No.

20UBACT4010

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 - IV

20UBACT4010 - Marketing Management

Total Duration : 2 Hrs.30 Mins.

Total Marks : 60

Section B

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

1. Define Marketing Environment and briefly explain its types.
2. Differentiate between Market Segmentation and Targeting with examples.
3. What are the essential characteristics of a product?
4. Summarize the importance of packaging in influencing consumer purchase decisions.
5. Explain the pricing objectives with examples.
6. Define Pricing and state the factors influencing pricing decisions.
7. Illustrate Promotional Mix and list its components.
8. Apply the concept of channel selection factors to a company launching organic skincare products.

Section C

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

9. Discuss the importance of the Marketing Mix in designing effective marketing strategies.
10. Explain the stages of the New Product Development Process with suitable illustrations.
11. Critically evaluate how pricing policies impact consumer perception and business profitability.
12. Evaluate the relative effectiveness of advertising and public relations as promotional tools for modern businesses.
13. Design an innovative distribution channel strategy for a company entering the digital market, highlighting how it can overcome common challenges.
