



SE – 516

II Semester B.B.A. Examination, June/July 2026
(SEP 2024 – 25) (Repeaters)
BUSINESS ADMINISTRATION
BBA 2.2 : Marketing Dynamics

Time : 3 Hours

Max. Marks : 80

Instruction : Answer **should** be written in **English** only.

SECTION – A

1. Answer **any seven** sub-questions. **Each** sub-question carries **two** marks. **(7×2=14)**

- What is online marketing ?
- Give the meaning of societal marketing.
- Define Pricing.
- What is product line ?
- Give the meaning of advertising.
- What is customer perception ?
- Define Branding.
- What is Market Segmentation ?
- Mention any two types of marketing research.
- What is product positioning ?



SECTION – B

Answer **any three** questions. **Each** question carries **eight** marks.

(3×8=24)

- Briefly explain the components of Marketing Environment.
- Differentiate between Integrated Marketing and Internal Marketing.
- Write a note on Product Planning.

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5. What is Market Segmentation ? Explain any four bases.
6. Write any four differences between traditional and digital marketing.

SECTION – C

Answer any three questions. Each question carries 14 marks.

(3×14=42)

7. Explain importance and functions of Marketing.
 8. Explain the New Product Development process.
 9. What is Product Life Cycle ? Explain its various stages.
 10. Explain briefly the process of Marketing Research.
 11. Explain the Role of Ethics in Marketing.
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