

SE – 227

II Semester B.B.A. Examination, June/July 2025
(SEP Scheme)

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)

- Define marketing.
- Give 2 examples of Traditional Marketing.
- Give the meaning of online marketing.
- Mention 2 objectives of marketing research.
- What do you mean by labelling ?
- What is Holistic marketing ?
- What is customer perception ?
- Give the meaning of product development.
- Give the meaning of advertising.
- What is product launch ?

SECTION – B

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

(3×8=24)

- What is Marketing Environment ? Discuss various components.
- What is pricing ? Explain various factors influencing pricing.

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4. Discuss the various careers in social media marketing.
5. Explain the advantages and disadvantages of advertising.
6. What is product positioning ? Why is it important in marketing ?

SECTION – C

Answer **any three** questions. **Each** question carries **14** marks.

(3×14=42)

7. What is Marketing ? Explain various functions of marketing.
8. What is Digital Marketing ? Explain the advantages and disadvantages of digital marketing.
9. What is Marketing Research ? Explain its types.
10. What do you mean by Market Segmentation ? Discuss the bases of Market Segmentation.
11. What is product life cycle ? Explain its various stages.