

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 - 2024

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. Explain the Nature of Marketing.
2. Describe the concept of market segmentation.
3. Classify the characteristics of a product.
4. Explain the kinds of labelling.
5. Explain the factors influencing consumer buying behaviour.
6. Classify the types of target market segmentation.
7. Explain the five industrial goods service.
8. Determine the concept of new product development.

Section C

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

9. Describe the Importance of Marketing.
10. Classify the functions of Marketing.
11. Determine the bases and methods of Market segmentation.
12. Classify the process of classification of products.
13. Evaluate the product life cycle.
