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Register Number:

DATE:

**ST. JOSEPH’S UNIVERSITY, BANGALORE-27**

**BBA/BBASF – III SEMESTER**

**SEMESTER EXAMINATION: OCTOMBER 2023**

**( Examination conducted November-December 2023)**

**BA3123/BASF3123 :MARKETING MANAGEMENT**

Time-2 hrs Max Marks-60

**This paper contains \_\_\_\_\_printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. Define Marketing.
2. State the components of marketing mix.
3. What is Segmentation?
4. What do you mean by Psychological pricing?
5. What is Neuro marketing?
6. List out any four advantages of personal selling.

**Section B**

**II.** Answer ***any four*** of the following (**4x5 = 20 Marks)**

1. Differentiate between marketing and selling.
2. Explain the bases for market segmentation.
3. State any five advantages of customer satisfaction.
4. Explain the functions of a retailer.
5. Discuss the advantages and dis-advantages of online marketing.

**Section C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. What is pricing? Discuss the various methods of pricing.
2. Explain the New product development stages. Also discuss why new product fails in the market.
3. Briefly discuss the recent trends in marketing with examples.

**Section D**

**IV. Answer the following (1x10=10 Marks)**

Imagine your starting a Travel services across the country. Being a fresh entrepreneur into this business, your challenges and risks are high .

From the above, your required to explain in detail the various Promotional mix strategies for the success of your travel service business.