



**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)**

- a) Define marketing.
- b) Give 2 examples of Traditional Marketing.
- c) Give the meaning of online marketing.
- d) Mention 2 objectives of marketing research.
- e) What do you mean by labelling ?
- f) What is Holistic marketing ?
- g) What is customer perception ?
- h) Give the meaning of product development.
- i) Give the meaning of advertising.
- j) What is product launch ?

**SECTION – B**

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

**(3×8=24)**

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

**P.T.O.**

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.
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