



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – APRIL/MAY 2026

BUSINESS ADMINISTRATION – II SEMESTER BBA

24BBA24A: MARKETING DYNAMICS

(REPEATERS)

Time: 3 Hours

Max. Marks: 80

Instruction: *Answer should be written completely in English*

SECTION – A

1. Answer any **SEVEN** questions. Each question carries **TWO** marks. **(7X2=14)**

- What is marketing?
- Define societal marketing?
- What is relationship marketing?
- What do you mean by marketing environment?
- List any two types of market segmentation.
- What is product life cycle?
- Define branding.
- What is marketing research?
- What is digital marketing?
- What is pricing?

SECTION - B

Answer any **THREE** questions. Each question carries **EIGHT** marks. **(3X8=24)**

- Explain the importance and functions of marketing.
- Describe the different types of marketing environments with examples.
- Explain the concept and bases of market segmentation.
- Discuss the stages of Product Life Cycle with examples.
- Explain the tools and techniques used in marketing research.

SECTION – C

Answer any **THREE** questions. Each question carries **FOURTEEN** marks. **(3X14=42)**

- Explain the different approaches to marketing and classification of markets in detail.
- Discuss the marketing environment and its impact on business decisions.
- Explain the components of marketing mix (4Ps) with suitable examples.
- Describe the process of marketing research and its applications in business.
- Explain digital marketing environment and discuss the role of ethics in marketing.

