



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – MAY 2025

BUSINESS ADMINISTRATION - II SEMESTER BBA

24BBA24A-MARKETING DYNAMICS

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.

(7X 2=14)

- What is societal marketing?
- What is the meaning of marketing?
- What is the importance of market segmentation?
- What is the role of the socio-cultural environment in marketing?
- Define Cost-Based Pricing.
- What are the 4Ps of the marketing mix?
- What do you mean by brand preference research?
- What is the customer relationship management (CRM)?
- What is mobile marketing?
- What is Pricing?

SECTION -B

Answer any **THREE** questions. Each question carries **EIGHT** marks.

(3X 8=24)

- Explain how marketing contributes to increase sales.
- Discuss how economic and natural factors affect marketing strategies.
- Explain the concept of Product Mix and discuss the significance of Product Line in marketing.
- What are the different tools and techniques used in marketing research?
- How does SoLoMo (Social-Local-Mobile) marketing help businesses connect with customers?



SECTION – C

Answer any **THREE** questions. Each question carries **FOURTEEN** marks.

(3X14=42)

7. Explain the concept of marketing and discuss its importance in the modern business environment.
8. Explain the concept of the marketing environment and discuss its various components, including demographic, economic, natural, political, legal, and socio-cultural factors.
9. Discuss the New Product Development (NPD) process and its significance in marketing.
10. Explain the Marketing Research Process in detail.
11. Explain the Online Marketing Environment and discuss its significance.

