



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

NAAC A GRADE • AFFILIATED TO BANGALORE UNIVERSITY • AICTE APPROVED • 2(F) & 12 (B) RECOGNITION OF UGC • ISO 9001:2015 CERTIFIED

📍 Electronics City P.O., Bengaluru - 560 100, Karnataka, INDIA 📞 (+91) 8088140679 ✉️ pro@stfscollge.in 🌐 www.stfscollge.in

END SEMESTER EXAMINATION – APRIL/MAY 2026

BUSINESS ADMINISTRATION – II SEMESTER BBA

25BBA24A: 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.

(7X2=14)

- What do you mean by classification of markets?
- What is the difference between traditional selling and marketing approach?
- Why is marketing environment important for business?
- What is legal environment in marketing?
- Name the components (Ps) of marketing mix?
- Define pricing.
- What is secondary data?
- Why is marketing research important for building customer relationships?
- What is the difference between traditional marketing and digital marketing?
- What is Marketing Ethics?

SECTION - B

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

(3X8=24)

- Define marketing and explain its importance.
- Explain political and legal environments affecting business decisions.
- Explain different methods of pricing.
- Explain tools and techniques used in market research.
- Discuss the concept of SoLoMo (Social, Local, Mobile) marketing.

SECTION – C

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

(3X14=42)

- Explain the concept and different approaches to marketing with examples.
- Describe how companies use segmentation to target customers effectively.
- Discuss Product Life Cycle (PLC) and its stages with examples.
- Explain how marketing research helps businesses understand customer perception and buying behaviour.
- Explain the Dotcom evolution and its influence on modern business practices.

