

Roll No.

Total No. of Questions : 07]

[Total No. of Pages : 02

BBA (Sem. - 3rd)

MARKETING MANAGEMENT

SUBJECT CODE : BB - 302

Paper ID : [C0214]

[Note : Please fill subject code and paper ID on OMR]

Time : 03 Hours

Maximum Marks : 60

Instruction to Candidates:

- 1) Section - A is **Compulsory**.
- 2) Attempt any **Four** questions from Section - B.

Section - A

Q1)

(10 × 2 = 20)

- a) Mass Marketing.
- b) Social Marketing.
- c) Consumer.
- d) Labelling.
- e) Brand Image.
- f) Sales Promotion.
- g) Market Survey.
- h) Penetrating Prices.
- i) Various stages of Product Life Cycle.
- j) Measuring Market Potential.

Section - B

(4 × 10 = 40)

- Q2) Define Marketing Management. Write down its concepts in detail.
- Q3) Briefly describe the New Product Development Process.
- Q4) Explain the Services Marketing Mix by quoting suitable examples.
- Q5) What is meant by Market Segmentation? How it is helpful in strategic decision making in Marketing Management?
- Q6) Describe various factors which affect a Consumer's Buying Behaviour.
- Q7) Explain Promotion Mix. Write various factors which affect Product Promotion Decisions.

