

MAY 2013

Roll No. 

Total No. of Pages : 02

Total No. of Questions : 07

BBA (Sem.-3)

**MARKETING MANAGEMENT**

Subject Code : BB-302 (2007 to 2011 Batch)

Paper ID : [C0214]

Time : 3 Hrs.

Max. Marks : 60

**INSTRUCTION TO CANDIDATES :**

1. SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
2. SECTION-B contains SIX questions carrying TEN marks each and students has to attempt any FOUR questions.

**SECTION-A****1. Write briefly :**

- a. What is mass marketing?
- b. What is meant by branding?
- c. What is product life cycle?
- d. What is brand positioning?
- e. What is market segmentation?
- f. What is meant by target marketing?
- g. What is packaging?
- h. What is meant by labelling?
- i. What is a distribution channel?
- j. What is cost based pricing?

**SECTION-B**

2. Define marketing management. Explain the different marketing concepts.
3. Explain the stages a consumer passes through while making a purchase decision.
4. What is marketing mix? Explain the 4 P's of marketing.
5. Explain the new product development process.
6. What is physical distribution? Explain the components of physical distribution.
7. What is meant by promotion mix? Explain its components.

