

END TERM EXAMINATION

THIRD SEMESTER [BBA] DECEMBER-2012

Paper Code: BBA205

Subject: Marketing Management

BBA(B&I)205

BBA(TTM)205

BBA(MOM)205

Time : 3 Hours

Maximum Marks :75

Note: Attempt any five questions. All questions carry 15 marks each.

- Q1 (a) What are the ways of Segmentation and Targeting the markets?
(b) Segment the markets for (i) Toothpaste (ii) Educational Services.
- Q2 (a) What is the process of New Product Development? Give steps involved.
(b) What is Innovation-Diffusion process?
- Q3 What are Price and Non Price Factors in setting prices of product? Explain various techniques of setting prices.
- Q4 (a) What is Promotion Mix? Give a brief explanation of each element.
(b) What sales promotion methods can be used to increase the footfalls and convert these footfalls into actual customers in case of retail organization?
- Q5 (a) What are Pull v/s Push Strategy? For what types of products each is used? Give examples.
(b) What are various types of Media of Advertising?
- Q6 (a) What are channel strategies? Give example to illustrate them.
(b) What is Dual Distribution and why is it used these days?
- Q7 What are the various activities involved in Logistics and Supply Chain Management? What is 7R Concept of Logistics?
- Q8 Write notes on the following:-
(a) Personal Selling Process – steps involved.
(b) Factors important in Channel Selection.
